35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

OCTOBER 24, 1960

For first time: a calculation of the values of tv network political broadcasting 27

Now a new spot contract form that agencies say will make buying much easier 52

The official word: radio income and profits had healthy rise in 1959 57

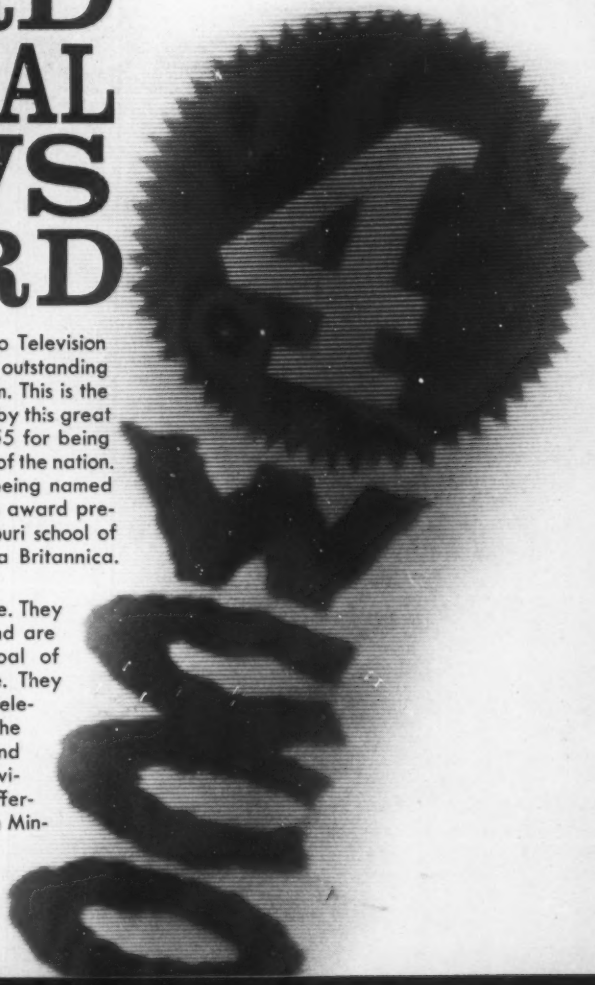
FCC Commissioner Lee urges freeze on vhf and move of all tv to uhf 72

COMPLETE INDEX PAGE 7

IT'S OUR THIRD NATIONAL NEWS AWARD

. . . presented to us by the Radio Television News Directors Association for outstanding reporting of a community problem. This is the second citation awarded WCCO by this great group . . . the first coming in 1955 for being the Outstanding News Operation of the nation. Last year we were honored by being named News-film Station of the Year, an award presented by the University of Missouri school of Journalism and the Encyclopedia Britannica.

We accept these honors with pride. They signify that we have achieved and are maintaining our fundamental goal of excellence in our news coverage. They symbolize the recognition WCCO Television receives everyday from the vast number of people who depend on this station for the finest in television news coverage. This is the difference between Good and Great in Minneapolis, St. Paul Television.



Represented by
TERS, GRIFFIN AND WOODWARD

ADD ONE MORE

[illegible] to be included within the body of the advertisement to the left.

"WCCO Television's annual $1200 four year scholarship, to an outstanding student entering the school of journalism at the University of Minnesota, IS THE FIRST MAJOR EFFORT OF ITS SIZE BY AN INDIVIDUAL STATION TO PROVIDE HELP AND LEADERSHIP TO POTENTIAL JOURNALISTS."

THE DIFFERENCE BETWEEN GOOD AND GREAT in Minneapolis-St. Paul Television is WCCO TELEVISION.

From an address by Prof. Richard Yoken, School of Journalism, Indiana University, to the RTNDA Convention, October 6, 1960, in Montreal, Canada

WNAX-570 NATIONAL PLOWING CONTEST -- HOST TO PRESIDENTIAL CANDIDATES

Focal point for the attention of 160,000 visitors to the 1960 National Plowing Contest and Soil Conservation Field Days was the assembly area where presidential candidates, Vice-President Richard Nixon and Senator John Kennedy delivered major farm policy addresses.

Despite rain, mud and inclement weather, huge crowds of midwesterners visited Plowtown, U.S.A. near Sioux Falls, South Dakota to hear the presidential aspirants, tour the 100 acres of farm exhibits and watch contestants from 14 states compete for the national plowing titles.

Most of the major farm machinery manufacturers were represented in the exhibit area, displaying and demonstrating over $5,000,000.00 worth of the latest farm equipment.

WNAX-570's co-sponsorship of this national farm event is a part of a continuing program of service to agriculture, reflecting the long record of leadership in farm broadcasting in WNAX Big Aggie Land where the farmer is King.

WNAX-570, the nation's 40th Radio Market is the only single medium that reaches and delivers this rich agricultural area.

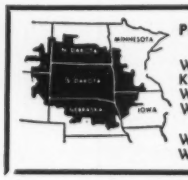
WNAX-570 CBS RADIO

PROGRAMMING FOR ADULTS OF ALL AGES

PEOPLES BROADCASTING CORPORATION

Sioux City, Iowa **Yankton, South Dakota**

Represented by Katz

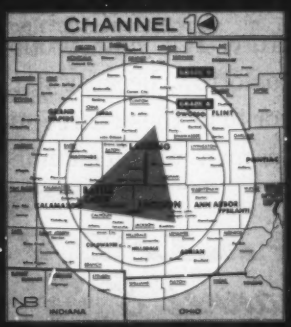


PEOPLES BROADCASTING CORPORATION

WNAX, Yankton, S. Dak.
KVTV, Sioux City, Iowa
WGAR, Cleveland, Ohio
WRFD, Columbus-Worthington, Ohio
WTTM, Trenton, N.J.
WMMN, Fairmont, W.Va.

ONE SHOT TAKES ALL THREE

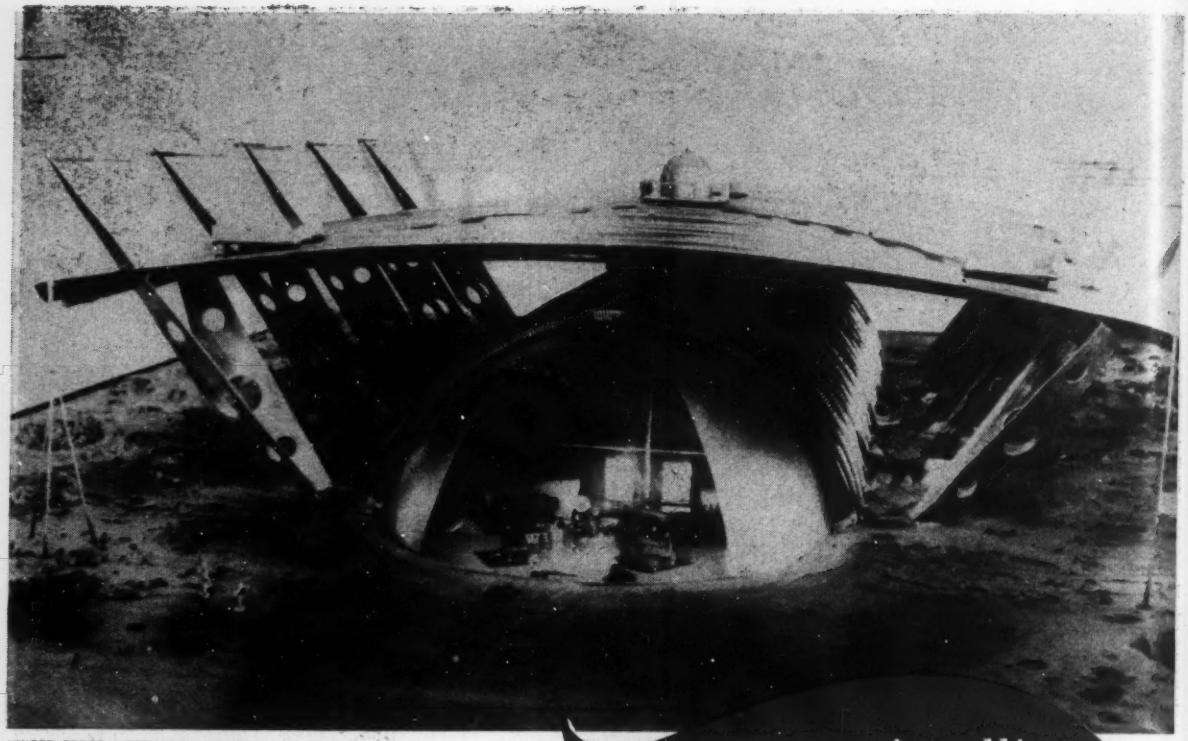
LANSING • JACKSON • BATTLE CREEK



WILX TV

SERVING MICHIGAN'S GOLDEN TRIANGLE

WILX is associated with WILS - Lansing WPON - Pontiac



UNITED PRESS INTERNATIONAL PHOTO

HOME OF THE FUTURE
First moon house is designed, ready for construction and lunar occupancy. Made of aluminum, man's moon house has heavy canopy to shield occupants from continuous dust-fall and scorching 214° heat.

tomorrow's selling is here today

in the LANCASTER / HARRISBURG / YORK market

WGAL-TV

This station with its multi-city coverage looks to the future. It's your profit buy for today and tomorrow, because it is the outstanding favorite in these three metropolitan areas, plus many other communities.

WGAL-TV
Channel 8
Lancaster, Pa. · NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

UA buying KFSD

United Artists' initial venture into station ownership will be through acquisition of KFSD-AM-FM-TV San Diego for about $7 million. Negotiations were being concluded last weekend after Southland Industries Inc. (WOAI-AM-TV San Antonio) had dropped option because it could not get satisfactory financing at less than 6½% interest (BROADCASTING, Oct. 17). Transaction being negotiated through Howard Stark, with Paul A. O'Bryan, partner of Dow, Lohnes and Albertson, Washington, representing United Artists.

Both ch. 10 KFSD-TV and KFSD-AM (5 kw fulltime on 600 kc) are NBC affiliates. Sellers include Newsweek Magazine *(46.22%) and Fox, Wells & Rogers, investment firm.* Newsweek *paid $1.5 million for its interest in 1957. United Artists, which intends to seek full quota of tv stations, is headed by Robert Benjamin, chairman; Arthur Krimm, president, and Herbert Golden, vice president-operations.*

Labor worries

Not only regional advertisers (CLOSED CIRCUIT, Oct. 17) but also national spenders, including some of television's biggest, are showing grave concern over outcome of current AFTRA-SAG negotiations with networks and producers (BROADCASTING, Oct. 3 *et seq.*) One advertiser whose spot tv investments ran deep into multiple millions last year has been quoted as speculating that it could not afford spot tv at all if talent unions achieve their demands. Number of other spot users are reported to be equally fearful, though observers speculate that doom-calling may be partly political, hopefully aimed at stiffening networks' and producers' resistance to union demands. Number of agencies and advertisers reportedly are stepping up production of commercials against possibility of strike about Nov. 15, when current agreements expire.

Agencies as angels

It now appears certain that several advertisers are working toward reversal of network trend in controlling shows through program financing. Advertisers' weapon—to be wielded via agency—is same as that of networks: pilot financing. There's concrete report of one agency so engaged and there's speculation about others. Irrespective of how it's planned, advertiser action is sure to be resisted by networks.

Agency executives say "a typical tv season" this year would help their cause for advertiser-owned shows. Reasoning: If 1960-61 season has usual number of failures, networks must dig into program backlogs for replacement; but fewer failures would mean more reserve shows carried over from this season to 1961-62, with result that advertiser-owned programs would have more network-controlled shows to contend against.

More stations, bigger rates?

Would increasing number of uhf stations similarly lead to increased rates to advertisers? That was poser put informally to FCC Commissioner Robert E. Lee by agency executive at WNDU-TV Notre Dame football party in South Bend Oct. 15. Representative of agency (among nation's top 25 in broadcast billings) contended that because of coverage aspects, clients would face stiffer rates to get desired market spreads if total number of stations grew and individual coverage areas decreased. Commissioner Lee disagreed, however, adding that with greater number of stations (u's), individual rate cards would not necessarily be higher and probably would be lower. Few Chicago agencies contacted by BROADCASTING last week expressed similar misgivings, while others declined comment for lack of familiarity with subject. Last week Mr. Lee in San Francisco speech advocated freeze on vhf and move of all tv to uhf (story page 72).

Latest pitch of FCC Commissioner Lee to shift tv allocations to uhf hasn't changed posture of tv set makers in opposition to mandatory manufacture of all-band receivers. EIA has opposed legislation on grounds of it would interfere with free enterprise and force public to pay higher price for sets even in areas where no uhf is available. EIA's position was supported by Commerce Dept. last session, but commission will make another effort next year for legislation. It costs $15-$25 more to make all-band receiver.

ABC-TV vs Jack Paar?

Late-night programming was focus of attention at quiet meeting of ABC brass and managers of network's owned television stations last week in New York, and if plans work out, new policy may emerge soon. ABC-TV already is on record with its affiliates that it plans to start late-night networking in October 1961. One plan, contemplating possibility that film rather than live programming may be used, would give affiliates substantial chunk of that time for local sale —25% is figure some authorities use, thought others say probably more— and in addition would pay them regular rate on whatever network sells.

Border station conference

At invitation of Mexican government, FCC delegation will meet in Mexico City beginning today (Oct. 24) to consider possible change in tv allocations along border in interest of maximum spectrum use. There have been no basic changes since original agreement with Mexico was reached in 1952.

Tiger by the tail

Although John E. Fetzer has increased his holdings in Detroit Tigers from one-third to two-thirds ownership and has taken over club's presidency, he will not relinquish his active direction of Fetzer Stations from his Kalamazoo headquarters. Mr. Fetzer, who bought his initial one-third interest in Tigers four years ago, plans to spend more time in Detroit until he installs new business and field management but will not move his headquarters there.

Tigers franchise is regarded as one of most valuable in baseball (group paid $5.5 million for it four years ago). Mr. Fetzer is also chairman of Radio-Television Committee of American League. Fetzer stations are WKZO-AM-TV Kalamazoo, WWTV (TV) Cadillac, WJEF-AM-FM Grand Rapids, all Michigan, and KOLN-TV Lincoln, Neb.

Boorom leaving RAB

Radio Advertising Bureau's second best known executive (next to president Kevin Sweeney) is leaving. Warren J. Boorom, vp and director of member service, will join growing Metropolitan Broadcasting Corp. (WNEW-AM-TV New York, WTTG (TV) Washington, WHK Cleveland, WIP Philadelphia, WTVH (TV) Peoria, KOVR (TV) Stockton, WTVP (TV) Decatur and World Wide Broadcasting) as director of advertising and promotion, effective Nov. 1. Formerly in station promotion (WTOP Washington), he joined RAB six years ago.

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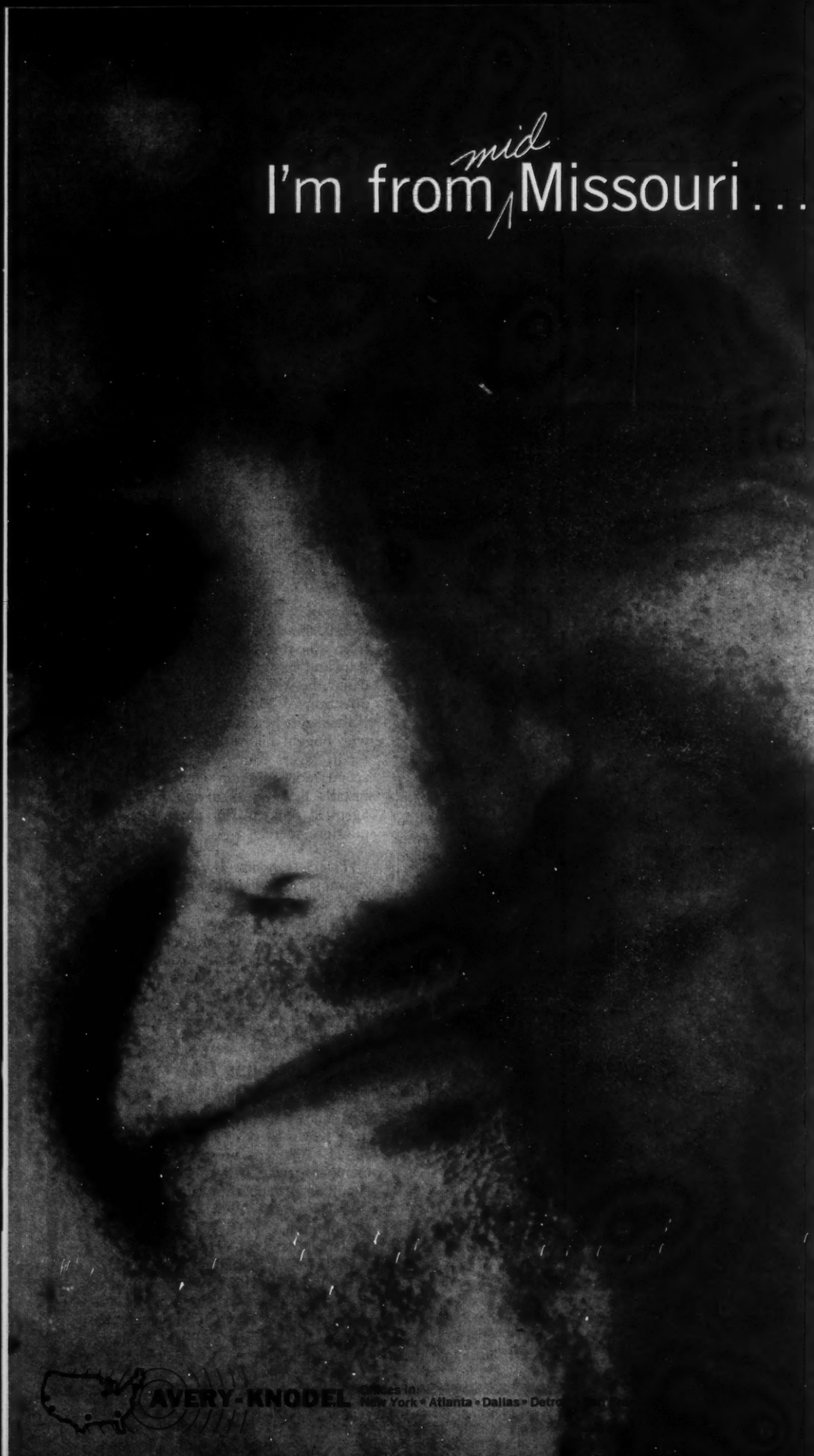

I sure have to be shown before I buy Spot Television time.

And KOMU-TV, Channel 8, Columbia, has me sold solid on Mid-Missouri as a market which must not be missed.

3 REASONS WHY:

- No distant St. Louis or Kansas City station can sell Mid-Missouri.
- KOMU-TV covers this market of half million people best of all.
- Nielsen Documents KOMU-TV's big audiences in Columbia, Jefferson City and all the important Mid-Missouri trading centers.

If you too, have to be shown... Call KOMU-TV's National Representative AVERY-KNODEL, effective October 1, 1960

KOMU-TV
Channel 8
NBC · ABC
Columbia, Mo.

AVERY-KNODEL 15TH ANNIVERSARY

WEEK IN BRIEF

For the first time the value of political broadcasts on television networks is calculated. It adds up to $4.5 million, of which more than half is on the house. By election eve, the four principal candidates will have appeared on 36 hours of national network time. See ...

METERING TV POLITICAL EXPOSURE . . . 27

In last-ditch attempt to find evidence of unfairness in political broadcasting, Sen. Yarborough asks broadcasters to send him every complaint they get. His demand throws radio-tv into startled confusion. See . . .

WATCHDOG LOOKING FOR A BITE . . . 29

One of broadcasting's big customers says broadcasting doesn't know how good it is. Will Grant, chairman of the Grant agency, says radio and television are the "magic catalytic agent" that caused the economic upswings of recent years. He looks for international radio-tv hookups as great advertising buys soon. See . . .

COMING: GLOBAL BOOM FOR RADIO-TV . . 50

Spot tv buyers and sellers have long been troubled by the paperwork involved in making spot buys. Now the station reps association has figured out new contract forms that also serve as confirmations of orders. Ad agencies say the new forms will save "thousands of hours" of clerical work and should stimulate spot buying. See . . .

CLEARING OUT THE PAPER JUNGLE . . . 52

FCC Commissioner Lee thinks television ought to be moved to uhf in five to seven years and that right now the vhf system ought to be frozen where it stands so the conversion to uhf can begin. He claims he has support both in government and industry. See . . .

ANOTHER ICE AGE FOR TELEVISION? . . . 72

The official FCC figures confirm earlier reports: In 1959 radio set new records in gross business. Network business continued to slide, but spot and local took big jumps that built the record total. See . . .

RADIO BOOSTS INCOME, PROFITS . . . 57

For its Sandran floor covering, the Sandura company has figured out how to get maximum mileage out of its sponsorship of occasional tv special shows. It builds a massive merchandising campaign that makes the tv broadcast work for weeks before and after it is aired. See . . .

STRETCHING THE TV ONE-SHOT . . . 60

The last act of the sad story of television quiz shows begins in New York. Some of the biggest winners, including Charles Van Doren, are arrested for perjury, and others may be charged. See . . .

FOOTNOTE TO A FRAUD . . . 60

It's no longer possible to judge a television show only by its ratings. It's not so much a question of how many people a show attracts as what effect it has on them. This is the year, says one leading agencyman, that advertisers will begin to look beyond the ratings for the fundamentals of good broadcasting. See . . .

MONDAY MEMO . . . 24

Before-and-after-tv surveys show how children turned their attentions to tv and away from other media. What do they prefer to watch now? Entertainment rather than information, and they like violent action. See . . .

HOW TV CAPTURED THE YOUNG . . . 90

Agencymen are still worried about advertising's image, and they have a lot of ideas about how to improve it. Image-making is the No. 1 topic at AAAA conventions during the week. See . . .

HARD LOOKS AT SELF-DISCIPLINE . . . 42

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses.

QUALITY BROADCASTING BUILDS A NEW HOME IN RICH, RICH SOUTHERN NEW ENGLAND

CONSTITUTION PLAZA, AN EXCITING FACET OF URBAN REDEVELOPMENT IN DYNAMIC DOWNTOWN HARTFORD, IS CURRENTLY ABUILDING.

FIRST STRUCTURE, SCHEDULED FOR COMPLETION IN EARLY 1961, IS BROADCAST HOUSE, NEW HOME OF WTIC TV-AM-FM.

WITH FACILITIES WHICH LOOK TO THE FUTURE, BROADCAST HOUSE ASSURES THE ENDURING STANDARDS OF QUALITY, PERENNIALLY ASSOCIATED WITH WTIC RADIO AND TELEVISION.

WTIC-TV 3 CBS Affiliate

REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.

WTIC 50,000 watts NBC Affiliate

REPRESENTED BY THE HENRY I. CHRISTAL COMPANY

Schreiber, MCA, defies FCC examiner at probe

MCA vice president, subpoenaed as witness in FCC program hearings in Los Angeles, walked out Friday under threat of contempt. He refused to produce list of tv programs in which MCA has had financial interest. (early story page 70).

Taft Schreiber, MCA vp, was asked to submit information on all shows packaged by MCA or providing revenue to MCA. He refused on grounds information was confidential. FCC Chief Examiner James Cunningham ordered him to answer questions of FCC counsel. At that point, in company of his lawyer, Mr. Schreiber got up from witness stand and left room.

Ashbrook P. Bryant, FCC network study counsel who had been trying to conduct questioning, said he would recommend that FCC ask federal district court to order Mr. Schreiber to produce disputed list. If court issues order and it is not obeyed, court can declare Mr. Schreiber in contempt. FCC hearing examiner has no authority to issue contempt citations.

Mr. Bryant said that MCA had refused to cooperate in FCC program investigation, although other big talent agents and producers had.

Today (Oct. 24) Los Angeles hearing will turn to subject of free product mentions on tv and radio, and half-dozen specialists in art of getting free plugs are under subpoena. One of foremost in field, Adolph Wenland, was to testify at special session Saturday (Oct. 22).

Space relay service proposed by AT&T

Establishment of privately-owned space relay service for tv or telephone calls announced Friday by AT&T.

In filed application AT&T asked to construct test receiving station at Holmdel, N. J., site of its present space center. It proposes full-scale commercial service using four 100 mc bands in full 6425-6925 mc range, accommodating two-way tv or 600 telephone circuits.

Test service will be between U. S. and terminals in United Kingdom, France and West Germany, company said. Company plans, within year to put up 175 lb. sphere four feet in diameter. Outside of sphere will be 60% covered by solar cells, to power transmitter, amplifying and receiving equipment. Power will be 2 w, using traveling wave tube. Satellite will be in 2,200-mile high orbit. It will receive, amplify and re-transmit signals received from ground. It would be line-of-sight for transmitting and receiving terrestrial stations for about 35 minutes each pass.

Initial one-way tv circuit will be reversible, but not simultaneous.

Aid to Yarborough

Two-score stations have promised to send political complaints to Yarborough "watchdog" committee, Creekmore Fath, majority counsel, told BROADCASTING Friday. "Several sent in some complaints," he said.

Mr. Fath said letter from committee (see page 29) is merely designed to get complaint data quickly so committee can make fast inquiries during rest of campaign. "It's a matter of timing," he said, "and will provide a spot indication of how campaign coverage is going."

Sen. Magnuson lauds radio-tv, plans bill

Permanent exemption for broadcasters from equal-time requirements of Sec. 315 in national elections was promised Friday by Sen. Warren G. Magnuson (D-Wash.), chairman of Commerce Committee.

He said he will introduce bill when Congress convenes. Discussing broadcasting industry performance under present temporary campaign exemption. He said, "I think it has worked out fine. The Nixon-Kennedy debates have been of great value in bringing the campaign before the public." In case of lesser offices it should be up to each state.

Bay City ch. 19 proposed

FCC has asked for comment on proposals to add tv ch. 19 to Bay City, Mich., by substitution of ch. 25 for ch. 19 in Midland and ch. 21 for ch. 25 in East Tawas, both Mich. Change was asked by Delta College, new school located between Midland and Bay City, and WSWM (FM) East Lansing. They propose to apply for station to operate on joint basis, partly commercial, partly educational. Station would serve Bay City, Midland and Saginaw.

Hope for fifth debate now appears slight

Chances for fifth "Great Debate" appeared slim Friday as Vice President Nixon gave no indication he would heed latest challenge issued by Sen. Kennedy. Vice President was urged to state on fourth debate that night why he wouldn't appear in a fifth (early debate story page 34).

Campaign became heated Friday as California Democrats charged President Eisenhower had made "openly partisan" attack on Sen. Kennedy on West Coast and asked equal radio and tv time for reply.

Maurie Webster, general manager of KCBS San Francisco which carried delayed broadcast of speech, said it was debatable whether equal-time provision was applicable since President is not candidate. He said question is whether issue was given fair and balanced coverage.

Nixon forces were indignant Friday at Democratic paid tv commercials using excerpts from first Nixon-Kennedy debate. Unfair clipping from context was claimed.

WOR-TV New York announced it would rebroadcast all four debates in closing days of campaign. One will be rebroadcast twice each day.

Listener sentiment on holding fifth debate is running 25-1 in favor, according to WMCA New York. Station President R. Peter Straus broadcast 14 one-minute editorials Tuesday through Friday last week recommending fifth encounter nearer election day and asking for listener opinions. Mr. Straus said mail response would be forwarded to candidates.

Station transfers

Station sale reported Friday, subject to FCC approval:

▪ KYME Boise, Idaho: Sold by Keith E. and Ellen D. Patterson to Publix Broadcasting Co. (Samuel B. Nissley, president) for $116,000. Mr. Nissley, with wife, owns 69% of KLOR-TV Provo, Utah. KYME is 500 w daytimer on 740 kc.

Among station sales approved by FCC and announced Friday were:

▪ KWIP Merced, Calif.: Sold by HDH Station Inc. (Maxwell Hurst, president) to Yosemite Broadcasters Inc., firm headed by Ellsworth Peck, for $170,000.

Mr. Peck formerly had interests in KNBA Vallejo and KNGS Hanford,

more AT DEADLINE page 10

WEEK'S HEADLINERS

Mr. Currlin

Lee Currlin, vp and associate media director at Benton & Bowles, named vp and manager of media department. He succeeds **Harold Miller** who resigns to join Grey Adv. (see headliner below). Also in Benton & Bowles' shift: **Rudy Maffei,** assistant media director, becomes associate media director and Mr. Currlin's successor. Mr. Currlin joined B & B in 1953 as media buyer, later became assistant media director, then associate media director in 1958 and was elected vp in May of this year. Mr. Maffei was media buyer with Fuller & Smith & Ross and also Maxon, went to B & B in 1955 as media buyer and became assistant media director in 1957.

Mr. Miller

Mr. Accas

Gene Accas, vp and associate media director at Grey Adv., named vp for network relations in radio-tv department, and **Harold Miller,** formerly with Benton & Bowles (see headliner above), elected vp and associate media director succeeding Mr. Accas who has been with Grey since summer of 1958. He started at Foote, Cone & Belding in 1950, worked successively for NBC and ABC, joining Television Bureau of Advertising as vp in charge of operations in February, 1956, and rejoining ABC-TV in February, 1957, as administrative vp. Mr. Miller was placed in charge of media department at Benton & Bowles in May, 1960. He had been associate media director since 1956 and was elected vp in 1959. Before then he was media research manager of old Biow Co. and joined Benton & Bowles in 1954 as manager of media analysis.

Mr. McKelvey

Mr. Standart

Randolph T. McKelvey, vp in charge of Detroit office of Young & Rubicam, appointed senior vp and transferred to New York headquarters. **Joseph G. Standart,** vp and account supervisor at Y & R, Detroit, named to succeed Mr. McKelvey. Y & R association of Mr. McKelvey started in 1944, and 11 years later he was elected vp and account supervisor, moving in 1959 to Detroit to head office. Mr. Standart headed his own merhandising operation before joining ageny in May, 1958, being elected vp in 1959.

Roy Huggins, tv producer-writer for Warner Bros.' tv operation for past five years, named vp in charge of production for 20th Century Fox-TV, in what was said to be "the first in a series of moves designed to expand the activities of the company." Mr. Huggins, who has been motion picture and magazine writer, is credited with having created and developed such Warner Bros. properties as *Cheyenne, Maverick* and *77 Sunset Strip.*

David R. Fenwick, vp of Grant Adv., Los Angeles, since merger of Grant and Robinson, Fenwick & Haynes last August, named senior vp and creative supervisor. Mr. Fenwick was partner and creative director of RF&H. Appointment is second major change in Grant's over-all network this month. Paul R. Smith (BROADCASTING, Oct. 10) was named executive vp in charge of all creative services for agency's entire network.

Mr. Stapleton

Lawrence Stapleton, formerly vp and manager of New York office of Grant Adv., appointed to newly-created post of vp in charge of client services and marketing for Mogul Williams & Saylor, N. Y. In new post, Mr. Stapleton will implement MWS' plans for expanded client service on management level and accelerated new business program. He had served Grant for 10 years, including posts of account executive and manager of agency's Miami office. For three years, he was with Lippincott & Margulies, N. Y., industrial designers, as marketing director and executive vp.

For other personnel changes of the week see FATES & FORTUNES

AT DEADLINE continued

both Calif. HDH purchased station in 1958 from Joseph Gamble Stations Inc. for $141,000. Commissioner Robert T. Bartley dissented in present approval.

▪ WCRK Morristown, Tenn.: Sold by Cherokee Broadcasting Corp. (Herbert S. Walters, president) to WCRK Inc., group headed by John P. Hart, for $130,000. Mr. Hart is general manager of WBIR Knoxville, Tenn.

FTC cites Rybutol

Rybutol dietary supplement tv advertising has come under attack by Federal Trade Commission. FTC today is to announce complaint against Lanolin Plus Inc., Newark, N. J., charging tv and other advertising for Rybutol is false and misleading. Key example cited by FTC is tv spot which hails Rybutol as beneficial in treatment of tiredness, loss of sense of well-being, loss of happiness, and appearance and feeling of aging. FTC said even if these claims were true, use of preparation will not provide pep, strength and energy overnight. Company has 30 days to reply.

NAB, 'Watchdog' group set for early meeting

Conference between NAB and Creekmore Fath, majority counsel of Yarborough "Watchdog Committee," over surprise demand that all stations file complaint reports about election broadcasts due soon (early story page 29).

NAB protested committee letter, asking immediate conference. Victor Russell, of Sen. Yarborough's staff, said late Friday Mr. Fath would contact NAB.

Clair R. McCollough, Steinman Stations, chairman of NAB Policy Committee, said Friday he was awaiting definite word from Sen. Yarborough's office.

Booster extension

FCC gave existing vhf boosters another 60 days in which to apply for temporary authorizations to continue operation. Extension applies to boosters constructed before July 7. Original deadline was Oct. 31.

Everywhere people are **NOW** saying . . .

Check these facts for yourself. Send for fully documented brochure, "Keystone Market in the Keystone State."

So are Ayer, Bates, McCann, Thompson, Y & R and others.* Why don't you, too, get more homes for less money in the Harrisburg-Lebanon-Lancaster-York area?** Buy the Keystone U's, now available as a group buy with one billing . . .

WHP-TV
WLYH-TV
WSBA-TV

*Full list available on request
**ARB, Harrisburg-Lancaster-Lebanon-York, March 1960

Contact Keystone National Sales Office, 485 Lexington Avenue, New York, OXford 7-9737, or any of the following representatives: Bolling Co. for **WHP-TV,** Blair-TV Associates for **WLYH-TV,** Jack Masla & Co. for **WSBA-TV.**

House Undivided

Family get togethers in our town are happening every night.

Nothing since the popcorn bowl has provided so much for families to share and enjoy as the evening television programs on WBNS-TV. This catalyst for family fun and entertainment works wonders with dimples and sends the freckle faces off to bed glowing with good humor. Then Mom and Dad remain happy captives for the rest of the evening.

Conversation at next morning's Kaffee-klatsch and coffee break quite often is concentrated on the startling telementaries made by WBNS-TV. These spotlight the problems afoot in the community where we were born and raised. They range from the role played by Columbus's giant Lockbourne Air Base in the Strategic Air Command to an inquiring look into the emergency room of Children's Hospital; from a searching view of Franklin County schools to a report on juvenile delinquency and what Columbus is doing about it.

Reaction to our "made in Columbus" public service programs has been, in a word, overwhelming. Sometime we'd like you to thumb through our newspaper publicity scrapbook and see the reams of favorable editorial comment. Mail from the opinion-forming members of the community has been coming in as never before.

The rare combination of wholesome fun for the family and down-to-earth community reports to adults solidifies our standing with 2,000,000 neighbors. That's why sales-minded a/e's insist: *"If you want to be seen in Central Ohio — WBNS-TV."*

WBNS-TV

CBS Television in Columbus, Ohio

Affiliated with The Columbus Dispatch and WBNS Radio. Represented by Blair TV. 316 kw

ONE FIRST NO. 1

IN LANSING

The latest Hooper proves that . . .

WILS

is the markets'

NO. 1 STATION

TIME	WILS	STATION B
Mon.-Fri. 7:00 am 12:00 noon	63.1	19.9
Mon.-Fri. 12:00 noon 6:00 pm	66.5	14.2

C. E. Hooper — Jan., Feb., March, 1960

with 5000 WATTS

WILS

leads Station B in power by 20-1

. . . all of which makes WILS the very best buy to serve and sell the Lansing markets' 313,000 residents

represented by Venard, Rintoul & McConnell

WILS is associated with WILX-TV NBC • CHANNEL 10 studios in LANSING – JACKSON – BATTLE CREEK and WPON – Pontiac

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

OCTOBER

Oct. 23-26—**Central Canada Broadcasters Assn.** annual meeting, Montreal, Que.

Oct. 24—**FCC** begins hearing en banc application of Hartford Phonevision Co. (subsidiary of RKO General Inc.) for authority to conduct trial pay-tv operations over its newly acquired WHCT (TV) Hartford, Conn.

Oct. 25—**Colorado Broadcasters Assn.** general membership meeting in conjunction with NAB Fall Conference. Hilton Hotel, Denver.

*Oct. 25—**Federal Communications Bar Assn.** luncheon meeting. FCC Chairman Frederick W. Ford will talk about the new amendments to the Communications Act. Congressional Room, Willard Hotel, Washington, D. C.

*Oct. 25-26—**American Tv Commercials Festival & Forum,** sponsored by KTTV (TV) Los Angeles for Southern California agency executives and clients. The film and tape tv commercials selected by 50 top agencymen will be shown. Held at KTTV.

Oct. 25-26—Engineering Section, **Central Canada Broadcasters Assn.,** King Edward Hotel, Toronto.

*Oct. 26—**Radio & Television Executives Society** newsmaker luncheon. Hotel Roosevelt, New York. Laurance S. Rockefeller will speak on "Use of Leisure Time In America —What Broadcasters Are Doing About It."

Oct. 27—Los Angeles Chapter, **Academy of Television Arts & Sciences,** membership meeting. 8 p.m., Beverly Hilton Hotel. Local awards to people, programs and stations in Los Angeles area will be presented.

Oct. 27-28—**Council on Medical Television's** "Teaching with Television: An Institute for Medical Educators." Tv fundamentals and application to medical instruction will be discussed. U. of Florida College of Medicine, Gainesville. Friday meeting in Jacksonville, Fla.

Oct. 28-29—**UPI Broadcasters of Michigan** meeting. Poplars Motel, East Lansing, Mich.

Oct. 29-31—**Assn. of Independent Metropolitan Stations** fall meeting. Algonquin Hotel, New York.

Oct. 31-Nov. 2—**Institute of Radio Engineers** radio fall meet, Syracuse, N.Y.

NOVEMBER

Nov. 2—**Hollywood Ad Club** "Shirtsleeve Session" on tv sales. David Hopkins, vice president of McCann-Erickson, Los Angeles, will be moderator. Sesssion will convene at 11 a.m. and run through luncheon until 2 p.m. at the Hollywood Roosevelt Hotel.

Nov. 3-4—**Ohio Assn. of Broadcasters** fall convention. Columbus Athletic Club, Columbus, Ohio.

*Nov. 3-5—**Public Relations Society of America's** 13th national conference. Conrad Hilton Hotel, Chicago.

*Nov. 4-5—**Country Music Festival,** ninth annual Jamboree sponsored by WSM Nashville, Tenn. Rep. Oren Harris (D-Ark.) will be keynote speaker. Andrew Jackson Hotel, Nashville.

Nov. 4—**American Women in Radio & Television** Pennsylvania conference. Harrisburg, Pa.

*Nov. 5—**Wisconsin AP Radio-Tv Assn.** Meeting. U. of Wisconsin, Madison.

Nov. 5-6—**Missouri Broadcasters Assn.,** Lennox Hotel, St. Louis.

*Nov. 9—**Maine Assn. of Broadcasters** annual meeting and election of officers. Paul O'Friel, general manager of WBZ Boston, will be guest speaker. Steckine's Restaurant, 107 Middle St., Lewiston, Me.

*Nov. 10—**WSB Radio-Tv News Broadcasting Conference,** held in association with Henry W. Grady School of Journalism, U. of Georgia. Creative contests will be a feature of the broadcast-news educational session. WSB-AM-TV Atlanta studios.

Nov. 10-11—**North Dakota Broadcasters Assn.** annual meeting. Gardner Hotel, Fargo, N.D.

Nov. 13-16—**Assn. of National Advertisers** annual meeting. The Homestead, Hot Springs, Va.

Nov. 13—Annual seminar for promotion managers of radio and tv stations represented by **Edward Petry & Co.,** at 3 p.m. in Continental Suite, Sheraton-Charles Hotel, New Orleans. Held in conjunction with Broadcasters' Promotion Assn. convention.

Nov. 14-16—**Broadcasters' Promotion Assn.** annual convention. Sheraton Charles Hotel, New Orleans. Robert W. Sarnoff, NBC board chairman, will be keynote speaker. Among topics on agenda: color tv, budgets, merchandising, FCC and other probes, audience surveys and the role of video tape, graphic arts and news in promotion.

Nov. 15-18—**Television Bureau of Advertising** annual meeting. Waldorf-Astoria, New York.

Nov. 17-18—**Tennessee Assn. of Broadcasters** meeting. Peabody Hotel, Memphis.

Nov. 18—**California Broadcasters Assn.** annual meeting, Fresno.

*Nov. 18—**Television Bureau of Advertising,** membership luncheon. Waldorf-Astoria Hotel, New York. Speaker will be Leslie B. Worthington, president of U. S. Steel.

Nov. 18-19—**Oregon Assn. of Broadcasters** meeting, Salem, Ore.

Nov. 18-19—**Advertising Federation of America,** 8th District convention. Holiday Inn and U. of Wisconsin campus, Madison. Among the speakers will be: James Fish, vice president of General Mills and AFA board chairman and James Beach, ABC vice president.

Nov. 18-19—**Oregon Assn. of Broadcasters** meeting. Salem, Ore.

Nov. 22—**Hollywood Ad Club** luncheon at Hollywood Roosevelt. Jerome Guild, designer, will discuss "Importance of Packaging."

Nov. 25-27—**National Assn. of Television & Radio Farm Directors** annual meeting, Conrad Hilton Hotel, Chicago.

Nov. 26—**Utah-Idaho Associated Press Broadcasters Assn.** convention. Twin Falls, Idaho.

Nov. 28—Deadline for reply comments in FCC's rulemaking proceeding to drop in vhf channels at less than present minimum mileage separations. Docket 13340.

Nov. 30-Dec. 3—**Sigma Delta Chi** national convention, Biltmore Hotel, New York. Schedule calls for registration and opening night buffet, convention sessions through annual evening banquet Dec. 2, closing morning meeting and afternoon visit to United Nations Dec. 3, and post-convention activity of SDX executive council Dec. 4.

DECEMBER

Dec. 2—**Arizona Broadcasters Assn.** fall meeting. All-day session at Mountain Shadows Resort near Scottsdale, Ariz. Norman E. Cash, TvB president, and Kevin B. Sweeney, RAB president, are principal speakers.

JANUARY 1961

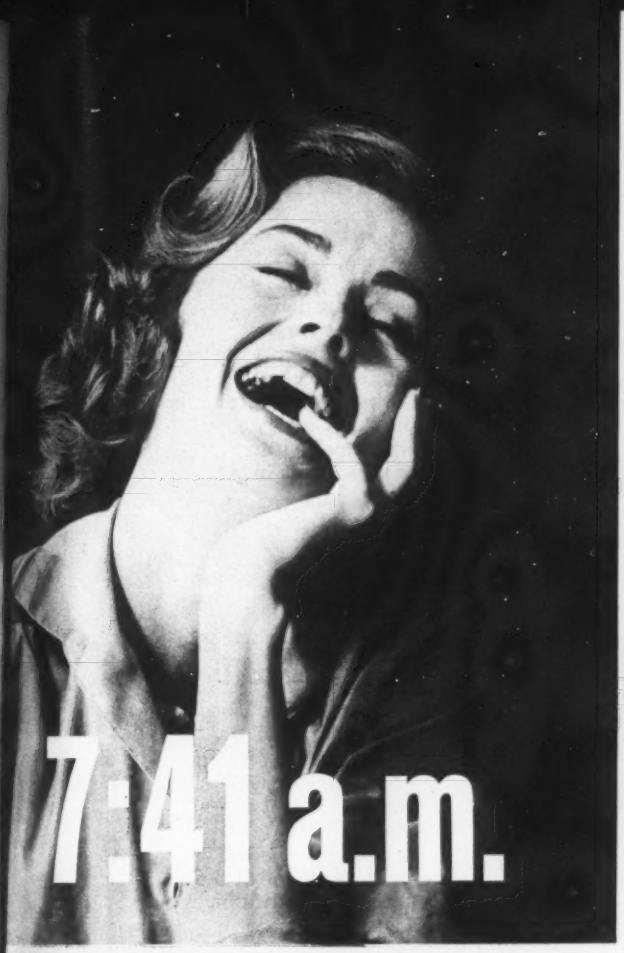
Jan. 8-12—**National Retail Merchants Assn.** 50th anniversary convention. W. Maxey Jarman, board chairman of Genesco Corp., will speak at the opening-day luncheon. Grand Ballroom, Statler-Hilton Hotel, New York City.

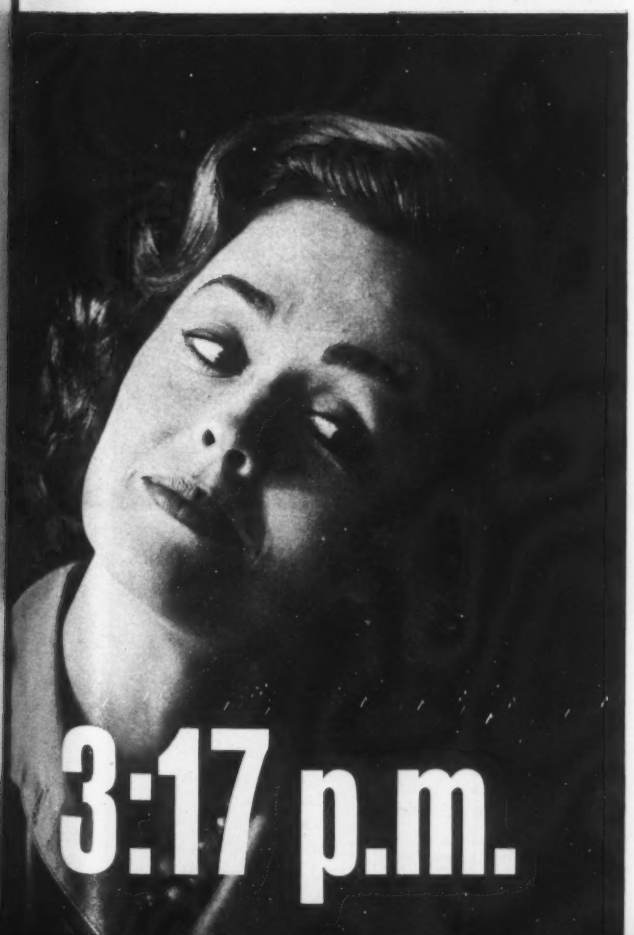
*Jan. 13—New York Chapter, **Academy of Television Arts & Sciences** "Close-Up" 1961 dinner. Grand Ballroom, Waldorf-Astoria Hotel.

Jan. 21-22—Ninth annual **Retail Advertising Conference,** Palmer House, Chicago.

Jan. 23-24—**Oklahoma Broadcasters' Assn.** Biltmore Hotel, Oklahoma City. Members of the Oklahoma Legislature will attend luncheon meeting.

Jan. 26-28—**Georgia Radio & Television Institute,** sponsored by The Georgia Assn. of Broadcasters and Henry W. Grady School of





valuable new minutes in radio

Now, these and all other KBIG minutes are *new*... and *more valuable*. The big reason? Southern California's positive reaction to 3 talented personalities: Joe Niagara (6-10 a.m.), Jim O'Leary (10 a.m.-2 p.m.), and Bob Gage (2-6 p.m.). This dynamic threesome adds new freshness, new vitality to radio selling.

Result: *Better sound* for listeners... *more profitable* climate for advertisers.

☛ Get the facts! New file-folder now available from your KBIG or Weed rep.

KBIG

Radio Catalina 740 kc/10,000 watts

JOHN POOLE BROADCASTING CO., INC.
6540 Sunset Blvd., Los Angeles 28, Calif.
HOllywood 3-3205
National Representative: Weed-Brown Radio Corp.

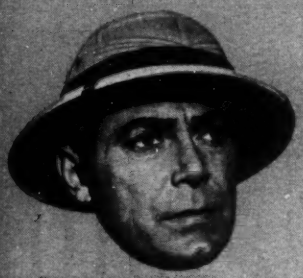
adventure

CANNONBALL

Already renewed in cities like New York, Los Angeles and Detroit on basis of first-year success . . . riproaring high-gear adventures of two long-haul truckers.

HAWKEYE AND THE LAST OF THE MOHICANS

Dramatization of James Fenimore Cooper's famous "Leatherstocking" stories...John Hart and Lon Chaney play Hawkeye and Chingachgook in this stirring "Eastern."



RAMAR OF THE JUNGLE

Louisville, Dallas and Boston are just a few of the cities where repeats —sometimes the 10th or 11th—of this series have consistently won larger audiences—and completely trounced competition!

COUNT OF MONTE CRISTO

Another distinguished dramatization of a famous classic, this time Alexander Dumas' dashing "Count of Monte Cristo." Brings alive the full spectacle of one of the world's most thrilling adventure stories.

mystery

MYSTERY IS MY BUSINESS

Mysteries are again the show of the moment and this one, relating the tremendously popular adventures of Ellery Queen, master detective, is among the best of them all.

NEW YORK CONFIDENTIAL

This filmed-on-location series, about New York's 8,000,000, stars Lee Tracy, who's winning new kudos for his role in Broadway's "The Best Man."

comedy

THE ADVENTURES OF TUGBOAT ANNIE

Norman Reilly Raine's beloved Saturday Evening Post characters Annie and Capt. Bullwinkle come hilariously alive in this series that is tickling funny bones all across America.

HALLS OF IVY

Sophisticated and so very funny, this delightful series tells about the head of a small college, his wife and his rather large family of teachers and students. Stars Ronald Colman and Benita Hume.

award winning

JEFF'S COLLIE

The most watched dog in America is available as your watch dog, offering you the best sales protection a sponsor can have to win blue ribbon ratings for you. JEFF'S COLLIE has won the Emmy and Peabody Awards, as well as a host of others and is among the most popular TV shows in America. Three wonderful years of JEFF'S COLLIE are now available. Each of them or all of them offer you the best safeguard we know for increased profits in the coming season.

© Lassie Programs, Inc. '60

general drama

ACTION THEATER PACKAGE

For adventure, for romance and all-round entertainment, these feature films from a major Hollywood studio star Barry Sullivan, Rhonda Fleming, Rory Calhoun, June Havoc and many other luminaries.

STAGE—STAR SHOWCASE

From *Stage 7* and *Your Star Showcase*, two of the best general drama series, comes this specially selected group of non-violent, all-family stories. Entertainment's the keynote. Thomas Mitchell, Peter Lawford, Diana Lynn are among the stars.

public service bellringer

DING DONG SCHOOL

"Miss Frances" Horwich leads this TV classroom for young children and their parents. All-new edition of the show which won Emmy and Peabody Awards and many more have been praised by critics and audiences.

Here are **12** ways to convert sporadic spot users into sponsors. Find out today which ITC series is available in your market.

I T C

Independent Television Corporation • 488 Madison Ave. • N. Y. 22 • PL 5-21

Businesses that want star billing in Metropolitan New York advertise on WPAT . . . Metropolitan New York's leading good music station. We can't quite promise that all the world will be your stage, but 31 counties throughout New York, New Jersey, Pennsylvania and Connecticut will be and that's a potential audience of more than 17,000,000 people in more than 5,000,000 radio homes. Two-a-day or eight-a-day, commercials get results on WPAT. That's why amusement and entertainment advertising alone has increased 191% in three short years on our station and that's only one, count it, one, of many advertising categories that has shown record breaking gains. We say *that's* show business! Advertisers like these seem to agree: *Allied Artists, Buena Vista, Columbia Pictures, David Merrick Productions, Freedomland, Loew's Theatres, MGM, The Museum of Modern Art, The New York City Ballet, Paramount Pictures, Radio City Music Hall, Twentieth Century Fox and United Artists.* They are only a few of the many who, in the past three years, have advertised on WPAT . . . the station with the drama of success.

WPAT
&
WPAT-FM

Journalism, U. of Georgia, Athens. Among the scheduled speakers: Sam Slate, vice president and general manager, WCBS New York; Sig Mickelson, president, CBS News; Edward Stanley, NBC director of public affairs, and Charles H. Tower, manager of broadcast personnel and economics, NAB.

FEBRUARY

Feb. 1-3—**Winter Military Electronics** convention, sponsored by National Professional Group on Military Electronics and Los Angeles section, Institute of Radio Engineers. Register exhibits with Arthur N. Curtiss, IRE Business Office, 1435 S. La-Cienega Blvd., Los Angeles 35. Convention will be held in Biltmore Hotel there.

Feb. 4—**Directors Guild of America,** annual awards dinner dance. Beverly Hilton, Beverly Hills, Calif. Presentation of awards for outstanding directorial achievement in theatrical motion pictures, live and film tv programs.

Feb. 5-11—**1961 Advertising Week.**

Feb. 14-15—**Assn. of National Advertisers,** cooperative advertising workshop. Hotel Ambassador, Chicago.

Feb. 22-23—Sixth annual **Conference of Presidents of State Broadcaster Assns.** Shoreham Hotel, Washington, D. C.

APRIL

April 6-8—**Montana Broadcasters Assn.** annual meeting. Billings, Mont.

*April 14-15—**Kansas Assn. of Radio Broadcasters** annual convention. Jayhawk Hotel, Topeka.

April 26-29—**Institute for Education by Radio-Television,** Deshler-Hilton Hotel, Columbus, Ohio.

MAY

May 4-14—Brand Names Week.

May 7-11—**NAB** annual convention. Sheraton Park and Shoreham Hotels, Washington.

AAAA Conventions

Nov. 2-3—**AAAA,** eastern region annual conference, Biltmore Hotel, New York.

Nov. 30—**AAAA,** east central region annual meeting. Statler Hilton Hotel, Detroit.

NAB Fall Conferences

Oct. 24-25—Denver-Hilton, Denver

Oct. 27-28—Fontenelle, Omaha, Neb.

Nov. 14-15—Statler Hilton, Washington

Nov. 21-22—Edgewater Beach, Chicago

Nov. 28-29—Biltmore Hotel, New York

AFA 1961 Conventions

Jan. 27-29—Eastern inter-city conference of Women's Advertising Clubs. Warwick Hotel, Philadelphia.

Feb. 1—**AFA** annual mid-winter conference and congressional reception. Statler-Hilton Hotel, Washington, D.C.

April 6-7—**AFA** 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.

April 13-16—**AFA** 4th district convention. Dupont Plaza Hotel, Miami.

April 21-22—**AFA** 9th district convention. Savery Hotel, Des Moines, Iowa.

May 27-31—**AFA** 5th annual convention. Sheraton Park Hotel, Washington, D.C.

OPEN MIKE®

Mr. Keck draws a crowd

EDITOR: It was a pleasant task to put together a few thoughts for the MONDAY MEMO in the Oct. 10 issue of BROADCASTING (page 26). I have been both surprised and pleased at the number of comments I have received from your readers.

Thanks for the opportunity to express an opinion on matters which concern many of us 365 days of the year.—*John Scott Keck, Vice President, Director of Television-Radio Programming, Needham, Louis & Brorby, Chicago.*

College radio 'graduates'

EDITOR: From the tone of his letter in the Oct. 10 BROADCASTING (page 22), David Baseler could stand some encouragement against the Philistines who tell him college radio is only a "playground."

He is right and they are wrong.

Let him cite, for example, the radio station at Columbia University—CURC, now WKCR—which in just its first two years of operation "processed," among others, Steve Krantz (of Screen Gems), Jim Sondheim (of WNTA), Elliot Sanger (of WQXR), Martin Scheiner (of Electronics for Medicine), Arthur Shimkin (of Little Golden Records), Diana Hansen (of BBDO), Bill Grauer and Orrin Keepnews (of Riverside Records), Mike Broun, Hank Burger, Ernie Kinoy, the late Nan Edwards, etc.

They all have shown how valuable that initial and very professional college radio experience can become.—*Lincoln Diamant, Vice President in Charge of Tv-Radio, Daniel & Charles Inc., New York, and Ex-President of CURC, Columbia U.*

Apple polish, too

EDITOR: THANKS SO MUCH FOR WONDERFUL WRITE-UP IN BROADCASTING MAGAZINE (Oct. 10 issue, page 50). MAILING YOU CARTON OF SAMPLES FOR YOUR STAFF TO PROVE THAT BRAND X IS BETTER THAN REST. PLEASE SHIP COD ONE DOZEN OF YOUR MAGAZINES WITH WRITE-UP. IS IT POSSIBLE TO GET RELEASE FROM YOU AND HAVE GEORGE PALMER READ THIS ARTICLE IN ITS ENTIRETY ON HIS 7 TO 8:30 NEWS AND INFORMATION SHOW ON WCPO-TV CHANNEL 9? . . . —HARRY CHAFVIN, 223 EAST 8TH ST., CINCINNATI.

[Permission to quote is granted, provided nothing is quoted out of context and source credit is given.—THE EDITORS.]

On campaign trail

EDITOR: Thanks for the BROADCASTING Yearbook. Already it has that well used look of a veteran traveler as it has

the prestige independent with network audiences!

o significant difference!

his was the verdict of
he A. C. Nielsen Company
llowing their *qualitative*
nalysis of the audiences
f two New York TV stations
—the leading *Network* station
nd WPIX, the prestige
ndependent. This special study
rovides a *direct comparison*
f the audiences of both stations
uring the hours 7-11 PM,
even nights a week:

FAMILY INCOME

HOME OWNERSHIP

AUTOMOBILE OWNERSHIP

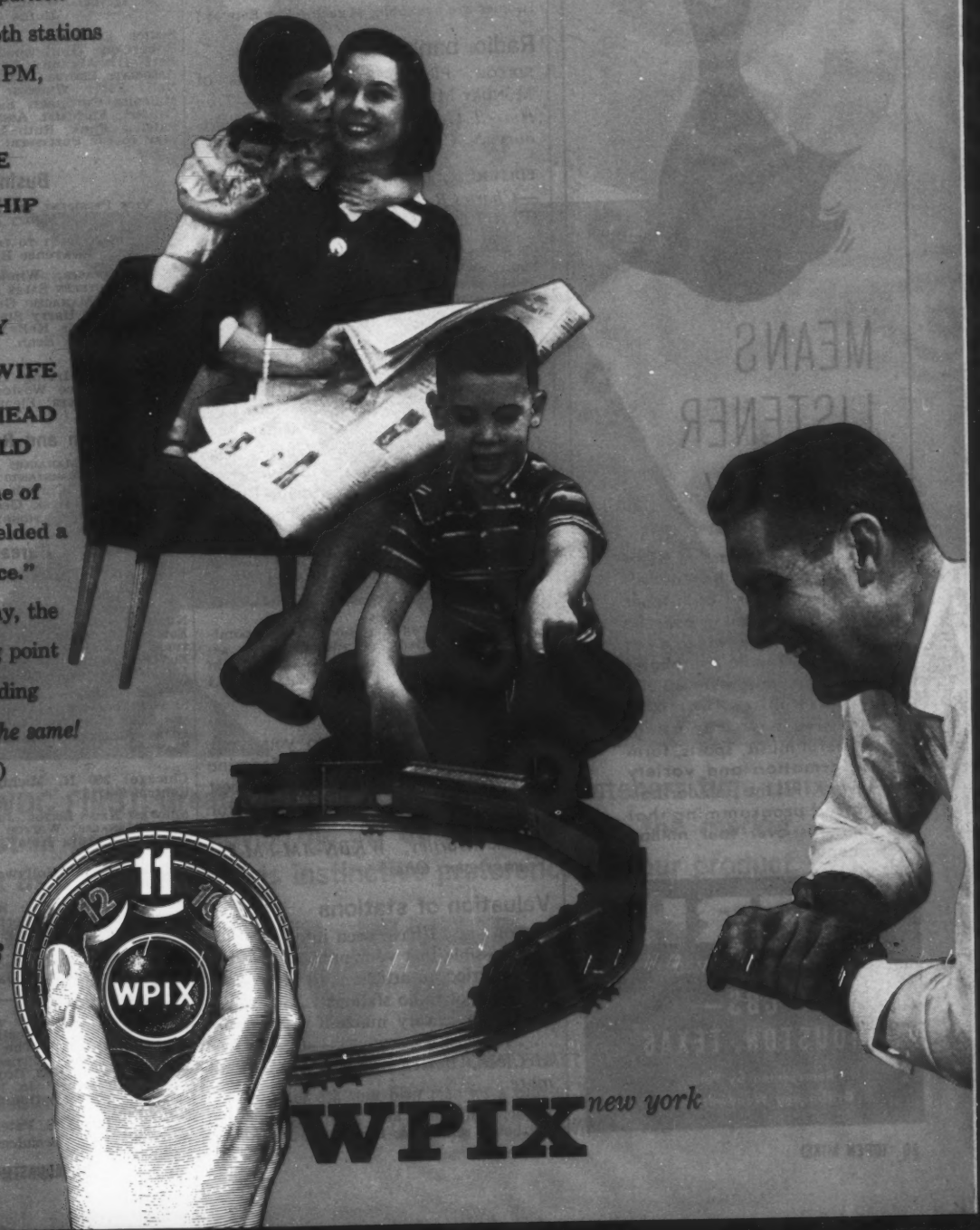
SIZE OF FAMILY

AGE OF HOUSEWIFE

OCCUPATION, HEAD OF HOUSEHOLD

Nielsen states: **"None of the comparisons yielded a significant difference."** Saying it another way, the "content" of a rating point on WPIX and the leading Network station is *the same!* (Details upon request)

where are your 60-second commercials tonight?



WPIX *new york*

BALANCED PROGRAMMING

MEANS LISTENER LOYALTY

. . . and 30 years of KTRH programming has developed a pattern of listener loyalty blanketing over 80 counties, serving over 1,087,100 radio households and extending over 60,000 square miles. Comprehensive news reporting, tasteful music, sports, farm information and variety give KTRH the popular balanced programming that benefits over four million people.

KTRH
50,000 WATTS — 740 KC
—CBS—
HOUSTON, TEXAS
Represented by Peters, Griffin and Woodward, Inc.

logged more than 12,000 miles with me on the Kennedy campaign trail.

I cannot begin to thank you for its inestimable value as a ready reference to all the radio and television stations in the multitude of areas we have appeared in.—*Jack F. Christie, Radio-Tv Director, Democratic National Committee, Washington, D. C.*

'Basic reference'

EDITOR: Congratulations! The 1960 Yearbook is the most comprehensive and informative yet. It remains the one basic reference volume that broadcasters depend on.—*John F. Box Jr., Executive Vice President, The Balaban Stations, WIL St. Louis.*

[Copies are available, $4 each.—THE EDITORS.]

Radio: banker's mainstay

EDITOR: Please send 30 reprints of MONDAY MEMO dated Oct. 3 . . .—*Tom Harrell, General Manager, WSTP Salisbury, N. C.*

EDITOR: . . . please send 25 copies . . . —*Charles R. Dickoff, General Manager, WEAQ Eau Claire, Wis.*

[The Oct. 3 article, "Radio: mainstay for Main St.'s banker," was by Gilbert H. Todd, assistant cashier, Elliott State Bank, Jacksonville, Ill. Reprints, 5¢ each.—THE EDITORS.]

Founders of 'Fm Guide'

EDITOR: I would like to point out an error in your Sept. 26 issue. On page 89 you state that James Riedy was founder and editor of *Fm Guide* magazine. This is not true. *Fm Guide* was founded by Howard Grafman, Robert Victor and Frank Atlass. These men employed James Riedy for a time to act as editor . . . —*Howard Grafman, General Manager, WXFM (FM) Chicago.*

[WSBC-FM Chicago, in announcing appointment of Mr. Riedy as administrative assistant in charge of public relations, said he was founder of *Fm Guide*.—THE EDITORS.]

Start of 30th year

EDITOR: Congratulations to you, your associates and BROADCASTING Magazine on past accomplishments and best wishes on the beginning of year 30 for BROADCASTING [founded Oct. 15, 1931]. —*Jack Hartley, WKBN-AM-FM-TV Youngstown, Ohio.*

Valuation of stations

EDITOR: . . . I have been informed . . . it is possible that your publication may have carried an article as to the re-sale valuation of radio stations . . . I would appreciate it very much if you would . . . forward a copy . . . —*George W. McClean, Bowen & McClean, Baltimore.*

[Articles appeared Feb. 15 and Aug. 8 and are being sent.—THE EDITORS.]

BROADCASTING PUBLICATIONS INC.

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VICE PRESIDENT ..... EDWIN H. JAMES
SECRETARY ..... H. H. TASH
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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D.C. Telephone Metropolitan 8-1022.

EDITOR AND PUBLISHER
Sol Taishoff

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Bureaus

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Hollywood: 6253 Hollywood Blvd., Zone 28, Hollywood 3-3148.

SENIOR EDITOR: Bruce Robertson; WESTERN SALES MANAGER: Bill Merritt; ASSISTANT: Virginia Stricker.

Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

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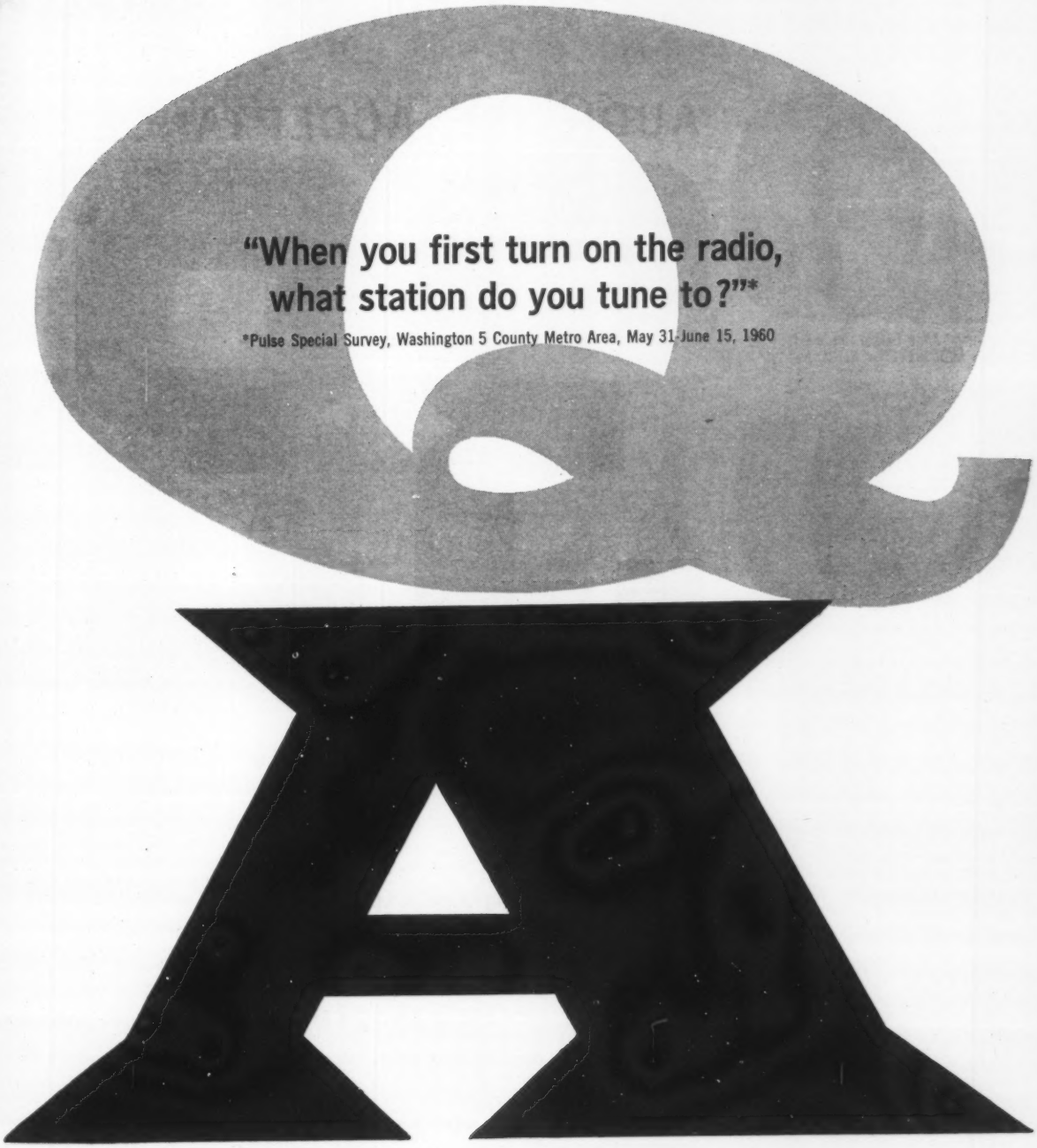
*Reg. U.S. Patent Office.
Copyright 1960: Broadcasting Publications.


"When you first turn on the radio,
what station do you tune to?"*
*Pulse Special Survey, Washington 5 County Metro Area, May 31-June 15, 1960

WWDC FIRST. Greater Washington, D.C. radio listeners tune us first in preference over the 16 other stations in the market. Let us help transfer this instinctive preference to your product.

WWDC *Radio Washington*

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

For full details on radio leadership, write WWDC or ask your Blair man for a copy of WWDC's new "Profile of Preference."

And in growing Jacksonville, Fla.—it's WWDC-owned WMBR

First rating results on NTA's "61 for '61"

Bette Davis, Anne Baxter
"ALL ABOUT EVE"

Gregory Peck, Hugh Marlowe
"TWELVE O'CLOCK HIGH"

Loretta Young, Celeste Holm
"COME TO THE STABLE"

Jeanne Crain, Linda Darnell, Ann Sothern
"A LETTER TO THREE WIVES"

Gregory Peck, Anne Baxter
"YELLOW SKY"

AUDIENCE ACCEPTANCE:

33

RATING BY ARBITRON... for
New York Premiere Week on WNTA/TV, Channel 13

Have you been waiting to see the public's reaction to the big and important post-'48 movies? Well, don't wait any longer. The first rating results are in...on NTA's "61 for '61" group of 20th Century-Fox's masterpieces. Hold on to your hats, in a strong breeze.

An unduplicated rating of **33**...reaching 2,728,766 adult viewers...sweeping ahead of all competing independent stations and the third ranking network station from Monday through Friday, from 11 p.m....and **only 6/10 of 1%** behind the leading network station in the area on Premiere Night in the time period...was registered. Station: WNTA/TV, Channel 13, New York. Program: **The Picture Of The Week.** Time: Week of Sept. 19 to 25, 1960 from 11 p.m. on. Source: Arbitron

That should answer any question you might have on the terrific audience pulling power of these 61 fabulous feature films that won **42** Academy Awards and nominations...contain more of **today's** big stars and titles than you will find in any network special...and cost over **$75,000,000** to produce. They're among the biggest box-office grossers of all time, and they're **proving** their great attraction power on TV right now.

What are **you** waiting for—when you've got a **sure thing,** everywhere they're still available. Already, they've been sold in **26** markets in the first **three** weeks. For the others, today contact your nearest NTA Sales Office, or—

E. JONNY GRAFF, V.P. in Charge of Sales, Eastern Div., 10 Columbus Circle • JUdson 2-7300
BERNE TABAKIN, V.P. in Charge of Sales, Western Div., 8530 Wilshire Boulevard, Beverly Hills, Calif. • OLympic 5-7701

NTA **10 Columbus Circle New York 19, N.Y. • JUdson 2-7300**

61" roup of post-'48s from 20th Century-Fox!

SPONSOR ACCEPTANCE:

31

BLUE CHIP ADVERTISERS
on WNTA/TV, Channel 13, New York

Dentyne Gum
Ivory Liquid Soap
Philip Morris
Yuban Coffee
Prestone
Dove Soap
Tide
Anacin
Dash
Rambler
Noxema
Premium Duz
Wisk
Bufferin
Gleem

Comet
Lux Liquid
Imperial Margarine
El Producto Cigars
Vic Tanny
Pillsbury Mills
Realemon
Avon
Duncan Hines
Hotel Bar Butter
Castro Convertibles
Democratic Party
Ocean Spray Cranberries
Ivory Soap
Scott Paper
Holland House Cocktail Mix

Jack Palance, Richard Widmark
"PANIC IN THE STREETS"

Marlon Brando, Anthony Quinn
"VIVA ZAPATA"

Burt Lancaster, Dorothy McGuire
"MR. 880"

Cary Grant, Ann Sheridan
"I WAS A MALE WAR BRIDE"

Edward G. Robinson, Susan Hayward
"HOUSE OF STRANGERS"

FLASH: Here are the stations that already own this package (listed according to population): New York-Newark, **WNTA**; Philadelphia, **WRCV**, Washington, D.C., **WRC**; St. Louis, Mo. (Belleville, Ill.), **KTVI**; Cincinnati, Ohio, **WLW-T**; Miami (Ft. Lauderdale), Fla., **WCKT**; Providence, R.I., **WJAR**; Birmingham, Ala., **WAPI**; Phoenix, Ariz., **KPHO**; Syracuse, N.Y., **WSYR**; Honolulu, Hawaii, **KHVH**; Hartford, Conn. (New Britain-New Haven), **WHNB**; Omaha, Neb., **WOW**; Springfield, Mass. (Holyoke), **WHYN**; Knoxville, Tenn., **WATE**; Salt Lake City, Utah, **KUTV & KSL**; Harrisburg, Pa. (Lancaster, Pa.), **WTPA**; Kalamazoo, Mich. (Grand Rapids), **WKZO**; Wichita Falls, Texas, **KSYD**; Las Vegas, Nev., (Henderson, Nev.), **KLRJ**; Fort Smith, Ark., **KFSA**; Boise, Idaho, **KTVB**; Spartanburg, S.C., **WSPA**; Rock Island, Ill. (Davenport, Iowa-Moline), **WHBF**; Twin Falls, Idaho, **KLIX**; Alaska-Anchorage, **KENI**; Fairbanks, **KFAR**.

MONDAY MEMO from GEORGE W. ALLEN, Guild, Bascom & Bonfigli

Look beyond the ratings

This seems to be the year when advertising agencies and sponsors will begin to "look beyond the ratings," to re-evaluate the fundamental principles of good broadcasting as well as good advertising.

After several years of network control of programming, many agencies and sponsors have begun to feel like pawns in the desperate scramble for audience ratings and to resent the role. In some cases the sponsors have accepted network-produced programs which, through lack of creative distinction and imagination, have failed to build a corporate picture for the sponsor or customer friendliness for his product.

Within 60 days some sponsors will be notified by the networks that because the ratings of their particular programs are not high enough to assure first audience position, there will be a change of program after the first 13 weeks, regardless of whether the program is doing a good job of selling for the sponsor. Other sponsors will find that their vehicles are not selling the product even though their shows receive high ratings.

New Goal Needed ▪ So, I feel that some day ratings will cease to be the ultimate goal and a "look beyond the ratings" will reveal the effectiveness of broadcast advertising campaigns.

I am one who believes that it is still possible, even for sensible budgets, to have the same wonderful rapport between sponsor and viewer-customer which made television such a miracle selling medium before the battle of the ratings began.

The fundamental principles of television programming are still the same. The program must have some basic personal appeal for the viewer, a recognizable purpose, must establish an identifiable corporate image, make friends for the sponsor and create a compatible climate for the commercials. When these qualities are present, one doesn't need a 30-rating show to sell merchandise.

One of the early shows possessing these qualities was *You Asked For It.* It really used the new "window on the world" approach to bring fascinating material from all over the globe, mingling the strange customs of foreign lands with the unusual of our own land. The show had a direct appeal to the viewer, was presented in a friendly manner and the episodic nature of the program created an ideal opportunity for the presentation of commercials without tension. Of course, it was up to the commercial to be sufficiently creative and entertaining to hold the attention of the viewer. The sponsor of *You Asked For It,* using this program for a period of eight years as its sole advertising vehicle, became the largest marketer of peanut butter in the world.

Sales, Not Ratings ▪ The travel-adventure show has proven to be one of the most effective selling vehicles on television. *Bold Journey,* a travel-adventure show, for three years the major advertising effort of a cereal company, had such strong appeal for viewers and provided such splendid teaching aid to public schools that over 150,000 classrooms, with seven million students, made the program a weekly home assignment. In a five-year period, without blood on the floor and without big ratings, this cereal company tripled its share of the market and its rate of sales growth is double the industry average.

One of the strongest program types is the show built around an artist, such as Dinah Shore and Red Skelton. *The Chevy Show* has as its purpose the presentation of the finest of variety entertainment. It has the qualities of making friends, establishing an association between Dinah and Chevrolet (and the audience) and creating a perfect climate for the Chevrolet comercials.

Program Basics ▪ Fundamental television is not old-fashioned. It's simply a matter of good taste, good showmanship, good programming and compatible commercials.

Good programming avoids the evils inherited from the motion picture industry, such as the cliff-hanging technique of breaking the show for a commercial at a point of violence, leaving the viewer in no mood to adjust to the blandishments of a commercial, let alone be receptive or sympathetic.

Program Obligations ▪ Good programming recognizes its obligation to be a constructive influence and does not permit the portrayal to a gullible and impressionable young generation of a violent mode of life (western or otherwise) discarded by a growing society several generations ago.

In all fairness, I must say that the majority of advertisers observe the rules of good taste.

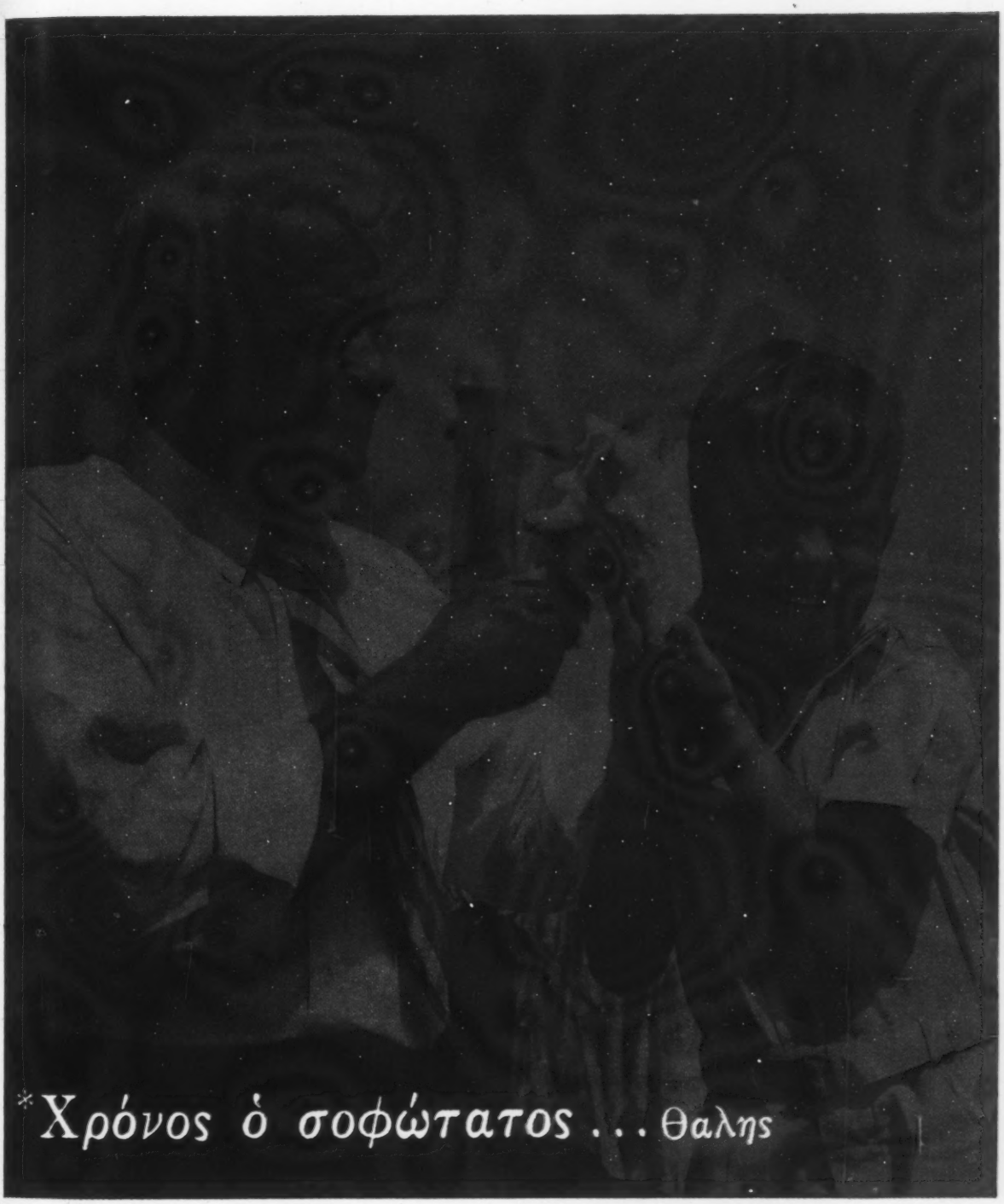
One broadcasting official told me, however, "The public determines what it wants in entertainment and, if they want violence and crime, we are going to give them violence and crime." This is like taking your son out of public school and letting him educate himself with comic books just because he prefers comic books.

This same official admitted, when asked about the proprietary medicines having forced their commercials into living rooms at dinner time in such an unwelcome manner, with cold sufferers dominating our formerly sacred news programs, "All the industry knows of these problems but no one broadcasting company can afford to refuse the business and stay in competition. Everyone just hopes that 'it' will go away."

"It" *is* going away, but "it" is going in the direction of the FCC where bureaucracy is very willing to take on the responsibility of controlling programs and ads "in the public interest."

A "look beyond the ratings" to determine the results of the fundamentals of good programming and selling principles will keep broadcast programming control where it belongs—in the hands of the broadcasting industry.

George Allen started in radio in 1925 as manager of WOK Chicago; joined J. Walter Thompson there in 1930, worked for Benton & Bowles and J. Sterling Getchell in New York before CBS hired him as program director of WABC (now WCBS) in that city. In 1944 he moved to Hollywood as western program director of CBS. For the past decade he's managed the Hollywood office of Guild, Bascom & Bonfigli.



Few things resist the exposure of TIME. So, if EXPOSURE for your sales message is your certain goal, then it follows that the wisest use of TIME will accomplish your purpose more directly.

WBAL Television 11 in Baltimore provides you with a direct line of communication with the Maryland market and to the people you want to reach at the TIME you need to reach them. Our fine NBC and local programming, our excellent record of Public Service, our constant effort to integrate our station with the life of our community . . . assure you of a large and loyal audience at any TIME.

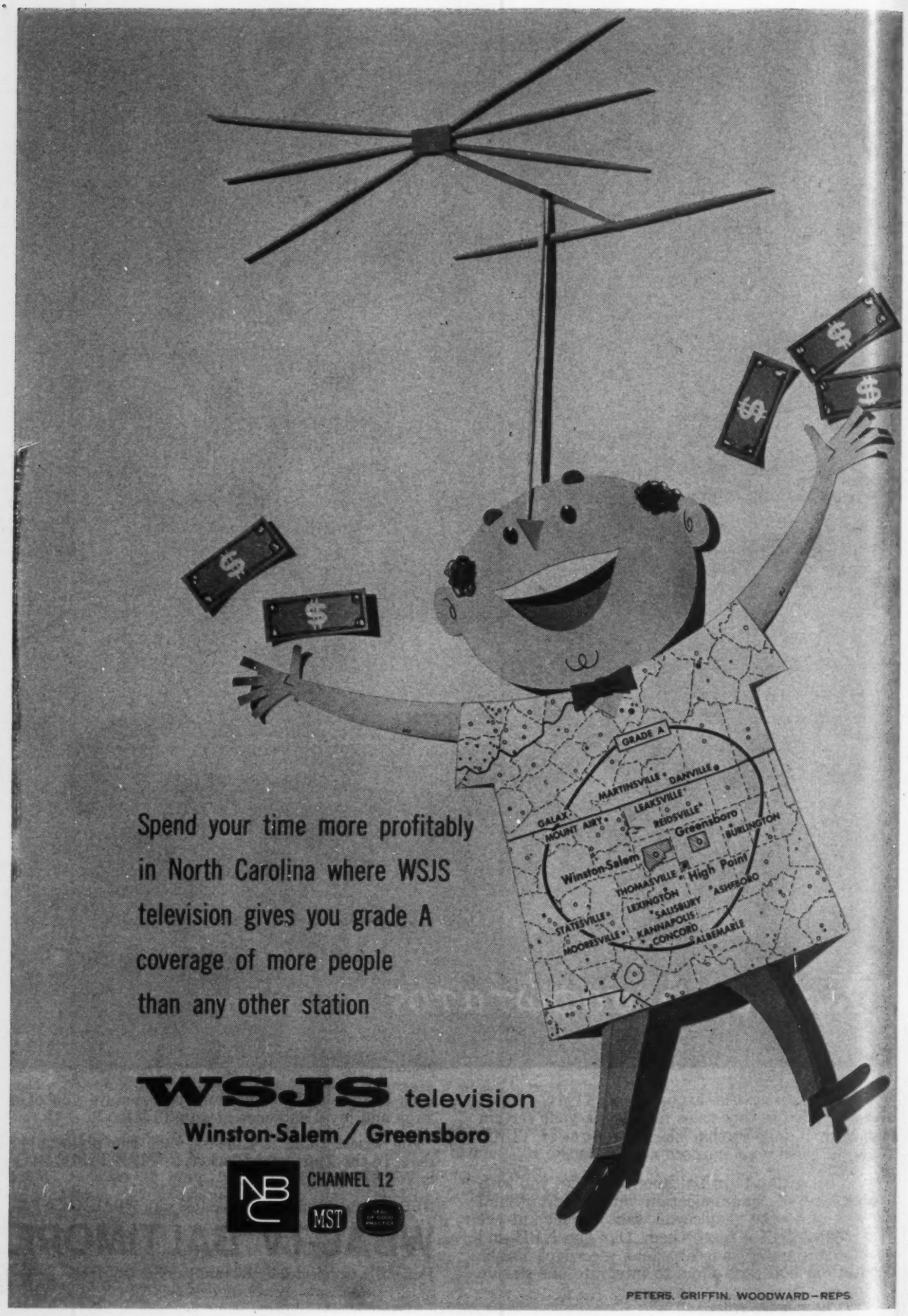
"The wisest thing is time . . . " so the philosopher says. In the Maryland Market, a WISE TIME BUY is WBAL Television 11.

NBC Affiliate/Channel 11/Associated with WBAL-AM & FM.

WBAL-TV BALTIMORE

Nationally represented by Edward Petry & Co., Inc.

*THE WISEST THING IS TIME . . . *Thales*



Spend your time more profitably in North Carolina where WSJS television gives you grade A coverage of more people than any other station

WSJS television

Winston-Salem / Greensboro

NBC CHANNEL 12

MST

PETERS, GRIFFIN, WOODWARD—REPS

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

October 24, 1960 Vol. 59 No. 17

Metering the candidates' exposure on tv

TICKET LEADERS WILL LOG 36 HOURS ON NATIONAL NETWORKS ALONE

The tab for politicking on the three television networks over a nine-week period this fall will come to an estimated $4.5 million.

More than half is on the house, the networks absorbing at no charge gross time costs valued at nearly $2.8 million.

A first-time compilation of political programming, paid and unpaid, from Sept. 11 through Nov. 7 on the networks reveals that:

▪ The candidates (Kennedy, Nixon, Lodge, Johnson) in total will have been on network tv view 21½ unpaid hours by Nov. 7 (election eve). This presupposes the networks will not schedule additional appearances, beyond those already planned, of any one of these men by election day.

▪ These same men can be expected to be on most—if not all—the network time purchased (or ordered) by the political parties. The cumulative total in this area (including all five-minute segments) will come to 14 hours 35 minutes.

Assuming that the candidates themselves appear on all of this time, the total unpaid and paid time in which they are on view to the public over national television facilities would come to 36 hours 5 minutes.

▪ The networks have been careful to offer equal facilities to both political slates. A half-hour difference between Democrats and Republicans in unpaid time (see chart this page), for example, is explained in Vice President Nixon's having failed thus far to accept a standing offer that he appear on CBS-TV's half-hour *Face the Nation*. (The other candidates including the vice presidential aspirants accepted).

▪ The Democrats and Republicans are spending nearly the same ($865,000 and $787,000 respectively) for network time. This nips the notions that one political party is vastly outspending the other, or has more opportunity to buy time on the networks. In terms of time paid: Democrats, 7 hours 50 minutes; Republicans 1 hour 5 minutes less, or 6 hours 45 minutes.

The difference in dollars between GOP and Democratic spending is even less. The Democrats bought 9 five-minute segments on NBC-TV's *Today* show, but each of these periods costs approximately one-third of the average daytime five-minute period, thus tending to provide a built-in weighting factor.

In the compilation, 12 hours in unpaid time were credited for the Kennedy-Nixon discussions — four hours for each of the three networks. Two hours of each network's four (or a total of six hours in all) were credited to each party. In all other cases, compilations were made on the basis of program information on file at the networks.

Five-minute Segments ▪ The Democrats, for example, favor the five-minute form of network program compared to the Republicans—at least in their purchases on NBC-TV and CBS-TV. The figures: on NBC-TV—Democrats, 9 five-minute segments on *Today*, 13 additional in the daytime and 14 prime, nighttime; Republicans, 5 five-minute segments in the daytime, 3 in the nighttime. On CBS-TV—Democrats, 7 in the daytime and 9 in nighttime; Republicans, 6 in the daytime and 3 in night periods. On ABC-TV—Democrats, 6 in the daytime; Republicans, 8 in the daytime and 2 in the night periods.

These computations point out an emphasis on daytime by the buyer of five-minute segments. Sought here are housewives who are attracted particularly to an informal, program-format used as opposed to the straight-from-the-hip political speech at night.

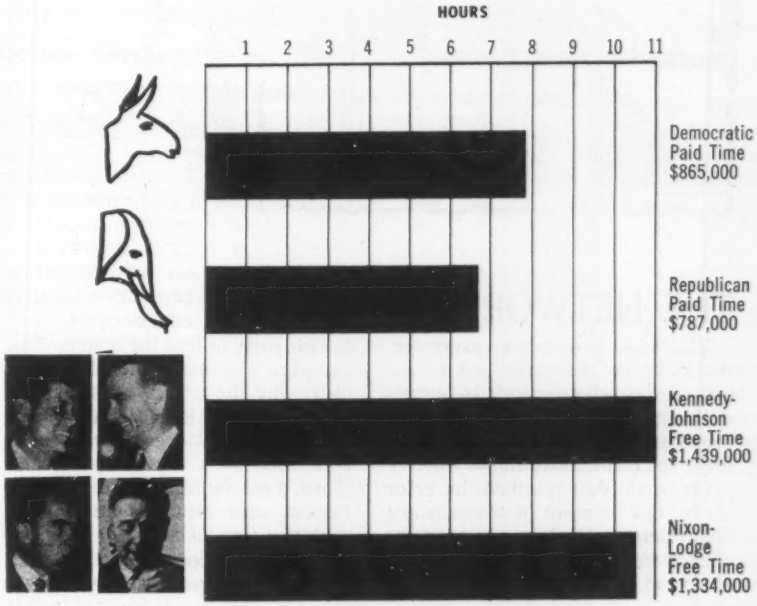
The Democrats as opposed to Republicans appear to be buying more time on NBC-TV; the situation differing on CBS-TV where the GOP is outspending the Democrats slightly and on ABC-TV where the Republicans are ahead of the Democrats in both time and billing.

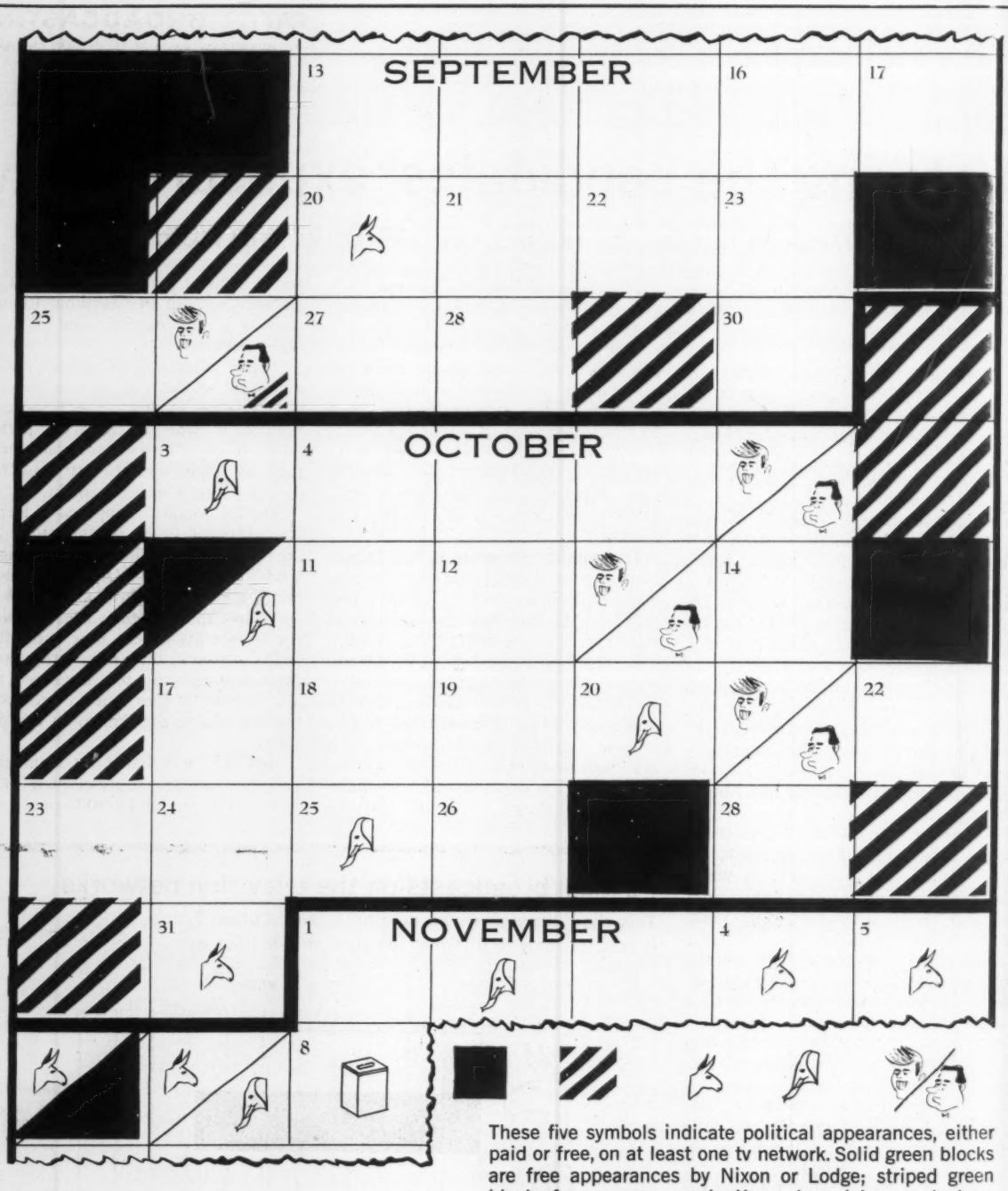
Per network, this is the program information showing the purchased time and unpaid or free time in addition to the five-minute segment totals compiled above:

ABC-TV ▪ A half-hour Democratic program purchase pre-empted *Wyatt Earp* on Sept. 20 (8:30-9 p.m.), and

Political broadcasts on the television networks

This chart shows free and paid time, Sept. 11-Nov. 7.
It assumes only four "Great Debates" of one hour each.





These five symbols indicate political appearances, either paid or free, on at least one tv network. Solid green blocks are free appearances by Nixon or Lodge; striped green blocks free appearances by Kennedy or Johnson; donkeys are paid appearances for Democrats; elephants paid appearances for the GOP; Kennedy-Nixon caricatures indicate debates.

THE NETWORK RECORD

The 1960 presidential campaign, thanks to tv and radio and to the broadcasters who persuaded Congress to liberalize Sec. 315, the political broadcasting law, is unique in history. The chart above shows why.

On each date marked in color above, one or more of the principal contenders has had or will have the chance to expose, and his audience to absorb, the stand he thinks qualifies his party to lead the nation. This exposure has been offered without charge by the tv networks on such programs as ABC-TV's *Campaign Roundup* and *College News Conference;* CBS-TV's *Presidential Countdown, Face the Nation* and *Person to Person,* and NBC-TV's *Campaign and the Candidates* and *Meet the Press.* In addition, all tv networks, plus the four radio networks, have voluntarily joined in the so-called "Great Debates."

The parties have bought national tv time, too, but in lesser amounts than in past campaigns. The chart shows that most of that buying (of 30 minutes or more) is concentrated in the weeks after the bulk of the free time has run—primarily after the fourth and so-far final "Great Debate" Oct. 21.

there are two GOP-sponsored programs, one on Oct. 20 (Lodge) and the other on Nov. 7 (11 p.m.-midnight). In addition, there was a regional buy on ABC-TV by the Democrats in the New York State area (not included in the compilation). Free time includes Henry Cabot Lodge on *College News Conference*, Nov. 6 (1:30-2 p.m.) and Sen. John F. Kennedy on *Campaign Roundup*, Oct. 29 (7-7:30 p.m.) and the four hours of "Great Debates."

CBS-TV ▪ Republican buys include three programs: Mr. Lodge on Oct. 3, 8:30-9 p.m.; Mr. Nixon on Oct. 25, 9-9:30 p.m. and a GOP program on election eve, 10-11 p.m. Democrats bought 9:30-10 p.m. on Nov. 5, and 11-11:30 on Nov. 7. (The latter is a new change, the Democrats originally had from 11 through midnight. CBS-TV spokesmen said the network has released the 11:30 to midnight time for station programming. A Democratic order for a regional hookup Oct. 29 at 10:30-11 p.m. of 106 stations on CBS-TV encompassing the southern region of the U. S. was canceled last week). A late order last week scheduled a Democratic National Committee program for Nov. 2 at 3-3:30 in the afternoon on CBS-TV.

Free time on CBS-TV includes the four hours of "Great Debates"; Sen. Kennedy and Vice President Nixon on *Person to Person* on Sept. 29 and Oct. 27 respectively; Mr. Lodge on Oct. 9, Sen. Johnson on Oct. 2 and Sen. Kennedy on Oct. 30 on *Face the Nation* (Mr. Nixon's date hasn't been set yet); Mr. Nixon on Sept. 12, Sen. Kennedy on Sept. 19, Mr. Johnson on Sept. 26 and Mr. Lodge on Oct. 10. All appeared also on *Presidential Countdown* (half hour Westinghouse sponsored program).

NBC-TV ▪ The GOP bought two programs—Oct. 10, 8:30-9 p.m. and Nov. 2 at that same hour—and the Democrats purchased three: Oct. 31, 8:30-9 p.m., Nov. 4, 9:30-10 p.m. and Nov. 6, 10:30-11 p.m.

Free time on NBC-TV other than the four hours of "Great Debates" includes two half-hour programs, *Meet the Press* and *The Campaign and the Candidates*. Each of the candidates—presidential and vice presidential—had appeared on both of these shows in a period from Sept. 18 through Oct. 15, thus presenting a total of 4 hours for each candidate's slate.

Network Totals ▪ Summarized in the following listing are totals for each network of paid and unpaid time (costs all approximate and averaged at estimated gross rates):

ABC-TV—paid, Democrats, 1 hour ($92,000), Republicans, 2 hours 20 minutes ($236,000); unpaid, Democrats, 2 hours 30 minutes ($291,000), Republicans, 2 hours 30 minutes ($258,000).

[Editor's note: In the preceding cumulative total for unpaid time, hours and minutes are comparable though the dollar value is not. Such discrepancies are due to wide rate differences in network time classifications. In all cases, estimates attempt to reflect the differences.]

CBS-TV—paid, Democrats, 2 hours 20 minutes ($294,000); Republicans, 2 hours 45 minutes ($341,000); unpaid, Democrats, 4 hours 30 minutes ($610,000); Republicans, 4 hours ($538,000). (The half hour difference here is Mr. Nixon's pending acceptance for an appearance on *Face the Nation*).

NBC-TV—paid, Democrats, 4 hours 30 minutes ($479,000); Republicans, 1 hour 40 minutes ($210,000); unpaid, Democrats and Republicans, each 4 hours ($538,000 for each party).

For purposes of compiling comparable time and gross costs with a direct reference to the campaign, it was necessary to confine unpaid political programs to appearance of any one of the candidates for President and Vice President. Paid political time was considered in all cases on the purchaser's identification.

Spot Patterns ▪ Not included in the network summary are the various regional purchases for the candidates or parties, though a few are mentioned where a partial network lineup was used.

Spot purchases by both parties are likewise excluded. An unusual development in this election year has been the hold-back of spot buying by the national parties until the last minute.

Only in the past few days has spot become a factor in the national campaign. The Republicans have just begun to break spots in the top 100 markets. The Democratic National Committee so far has bought no spots. It has plenty of spot plans on paper, but allocation of money is awaited before spot buying can begin.

Hungry watchdog with nothing to bite

YARBOROUGH ASKS BROADCASTERS TO SEND HIM SOME MORSELS

The most trouble-free political broadcasting season of history suddenly developed a crisis last week.

Broadcasters all over the country got a letter from the chairman of a special Senate watchdog subcommittee requesting them to forward all complaints they got about political broadcasts. Sen. Ralph W. Yarborough (D-Texas), chairman of the subcommittee, said he wanted the complaints forwarded "within 24 hours" of receipt.

Couched in gobbledygook, the letter led to these developments:

▪ NAB, startled by this unexpected demand, called on Sen. Yarborough for an immediate conference.

▪ Surprised stations swamped Washington communications attorneys and NAB with frantic requests for guidance in handling the official request.

▪ Sen Hugh Scott (R-Pa.), minority member of the Senate group, angered by the letter, protested he had not been consulted by the chairman or Creekmore Fath, majority counsel.

Baffled broadcasters simply could not figure out what was going on, knowing that the FCC at the Senate Commerce Committee's request has sent questionnaires to all stations and networks calling for detailed political reports (BROADCASTING, Aug. 15).

Hidden Meaning ▪ Fanning the confusion was the inability of experienced political observors and attorneys to figure out what the Yarborough letter meant. Evidence was developing Oct. 20, when the chairman's 5,000 letters were arriving at stations, that the senator might have caught his foot in a rhetorical bucket.

A 103-word sentence in the Yarborough letter was one word short, judging by an unofficial comment at the subcommittee's office (text of letter page 30). This lengthy sentence called on stations to send in complaints "by any candidate, political committee or individual."

The word "individual" left the field open to everyone in the United States. It was interpreted by some broadcasters to mean that every frivolous or pouty phone call had to be documented; every letter and spoken complaint had to be listed and described.

A source close to the subcommittee reported that Richard Yarborough, the chairman's son and administrative aide, had decided maybe the word "individual" actually should be "individual candidate." But this suggestion, lacking

any official color, offered no relief to harrassed station managers and program executives.

Out of the Blue ▪ What surprised NAB and individual stations was the appearance of this demand after weeks that have been almost free from major charges by candidates or parties that stations or networks are being unfair in their handling of politics. (BROADCASTING, Oct. 10).

Around Capitol Hill there were minority suggestions the subcommittee was taking a last desperate step to find evidence of prejudicial broadcasting, having received only one "legitimate complaint" since the presidential nominees and local candidates started campaigning.

The only person willing to be quoted on the subject was Sen. Scott, who as minority member of the watchdog subcommittee was unhappy over the whole mess.

"I knew nothing about the letter or the news release put out by the subcommittee," he said. "I was not consulted. Actually, I knew nothing about the letter until two days after it had been disseminated."

NAB, too, was caught by surprise, its key executives being in Dallas for the NAB fall conference when stations received the letters. Vincent T. Wasilewski, NAB government affairs vice president, conferred in Dallas with G. Richard Shafto, WIS-AM-TV Columbia, S. C., a member of the NAB Policy Committee.

They conferred by phone with Clair R. McCollough, Steinman stations, committee chairman, who wired Sen. Yarborough asking for an immediate conference.

Mr. McCollough said NAB was "at a complete loss to understand the reasons" for the Yarborough request. He reminded Sen. Yarborough the industry had spent large sums to provide a free forum for candidates and added broadcasters have long been proud of their fair presentation of issues (see McCollough telegram page 32).

The Trouble in It ▪ Here are some of the specific complaints made by stations and attorneys after studying the Yarborough letter:

- It's broad enough to raise charges of censorship.
- The request is vague.
- It greatly increases the work load imposed on stations that follow what they consider a literal reading of the requirements.
- The prompt 24-hour requirement is completely unrealistic.
- It could include routine complaints over alleged improper lighting, setting, makeup or such minor things as inadvertent stage noise.

Chairman Yarborough's office conceded there had been communications from the industry but would not be specific about their source or contents.

A plea for clarification was sent to the subcommittee by Edgar W. Holtz, on behalf of the Hogan & Hartson law firm. Observing that station clients had voiced "great concern over the myriad of practical problems which will be involved in any bona fide effort at literal compliance," the letter asked for "a realistic extension" of the 24-hour protest period.

The Holtz letter observed that many complaints are caused by the heat of a controversial campaign, especially complaints made by telephone. "Your letter indicates concern with complaints made either by a candidate, a political committee or an individual," he said, adding, "It is doubtful if the purposes of the committee will be substantially served by voluminous information concerning listener criticisms and complaints which are frequently frivolous and for the most part partisan."

Duplicated Detail ▪ While the industry seethed, the FCC found no reason to take action. Last August it had sent all radio and tv stations and networks a five-part questionnaire covering political broadcast practices during the campaign, specifying the period between Sept. 1 and Nov. 8. Stations were told to maintain logs and to send in completed questionnaires by Dec. 5. Among items covered are details of all requests for time which were denied.

Sen. Yarborough

A last effort to find trouble

FCC's action grew out of a comment last May by Sen. Mike Monroney (D-Okla.) at the Senate subcommittee hearing on suspension of Sec. 315 (equal-time clause) for presidential and vice presidential candidates of major parties during the campaign. Three days later FCC sent all tv stations a letter asking them to answer questions covering political broadcast policies. During the closing days of the 86th Congress, Chairman Warren Magnuson (D-Wash.) of the Commerce Committee named Sen. Yarborough chairman of a new election watchdog unit.

The subcommittee was denied a request for $150,000 to do its watchdog chore, receiving only $35,000. This limited fund was deemed adequate by the Senate to finance "a study" of the way stations handle election coverage. The subcommittee is to file its report in January.

The Letter ▪ Text of the Yarborough letter to broadcasters follows:

"As you know, on June 14, 1960, Senate Resolution 350 was passed establishing a Subcommittee to its Committee on Interstate and Foreign Commerce charged with the duty to examine, investigate and make a com-

Sec. 315 suspension may face court test

A court test may be looming on the legality of the suspension of Sec. 315 of the Communications Act. Sec. 315 was suspended for this election year to give presidential and vice presidential candidates of the major parties broadcast time without being hampered by splinter and minority party demands for equal time.

Rev. C. L. Naugle an Evangelical Lutheran minister, has complained to the FCC that he should be given equal time with candidates Kennedy and Nixon. Rev. Naugle claims to be the presidential candidate of the American Party.

The commission has informed Rev. Naugle of the suspension of Sec. 315. Taking his case to the courts, Rev. Naugle was turned down Thursday (Oct. 20) for a *writ of mandamus* to force networks to give him equal time with the major party candidates. He will appeal the court's action today (Oct. 24) to the U. S. Court of Appeals.

Rev. Naugle has been a presidential candidate for several elections. He claims he had 83 pledged delegates at 1952's GOP Convention.

WSB-TV is first choice in Atlanta, a market of 1,000,000 served by 3 stations. Its dominance is not new, but has been proved by survey after survey of the market. The latest surveys show:

FIRST—WSB/TV leads in number of counties reached.*

FIRST—WSB/TV leads in net weekly circulation.*

FIRST—WSB/TV leads in quarter-hour ratings.†

FIRST—WSB/TV leads in metro area share of sets in use, Sunday thru Saturday.†

FIRST—WSB/TV leads in local and network news show audiences.†

FIRST—WSB/TV leads in feature film audience.†

FIRST—WSB/TV leads in audience delivered for syndicated shows.†

FIRST—WSB/TV leads in kid show audiences including the top rated Popeye Club.†

*ARB 1960 Coverage Study, Atlanta, Ga.
†ARB, Atlanta, Ga., August, 1960

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18 Counties, 471,290 Homes, 1.6 Million People, $3 Billion Buying Power . .

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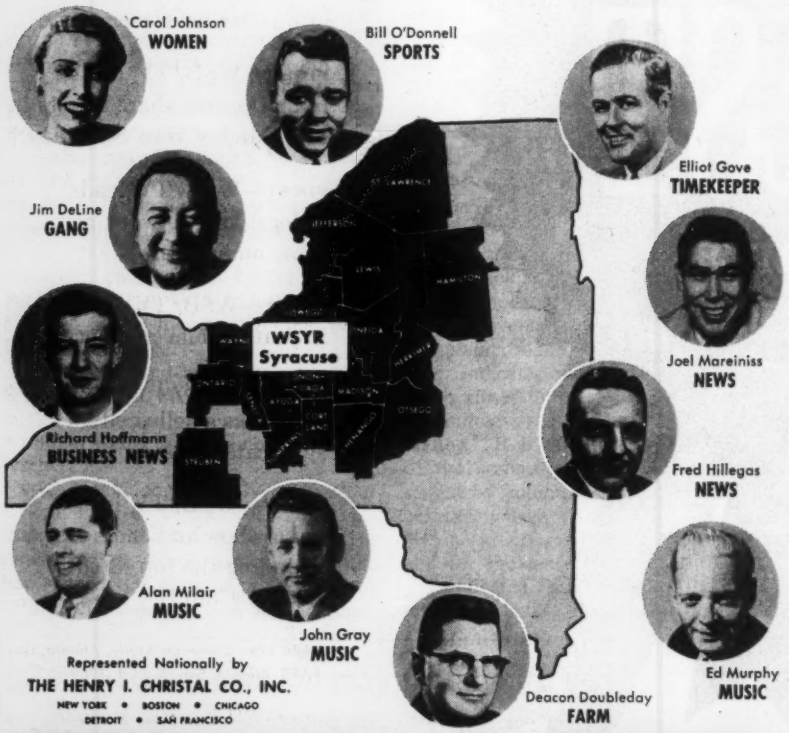

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plete study of any and all matters pertaining to—

"(1) Federal policy on uses of government licensed media for the dissemination of political opinions, news, and advertising, and the presentation of political candidates, and

"(2) A review and examination of information and complaints concerning the dissemination of news by such media.

"This bipartisan subcommittee attaches great importance to the purpose for which it was created and in order to better assure fulfillment of the national policy of fairness and impartiality in the use in political campaigns of communications media operating under government license in these last three crucial weeks prior to our national election, you are requested to report to the subcommittee within twenty-four hours of your receipt of any complaint made directly to you by any candidate for public office, political committee or individual alleging discrimination by you in the handling of political opinions, news, and advertising and the presentation of political candidates.

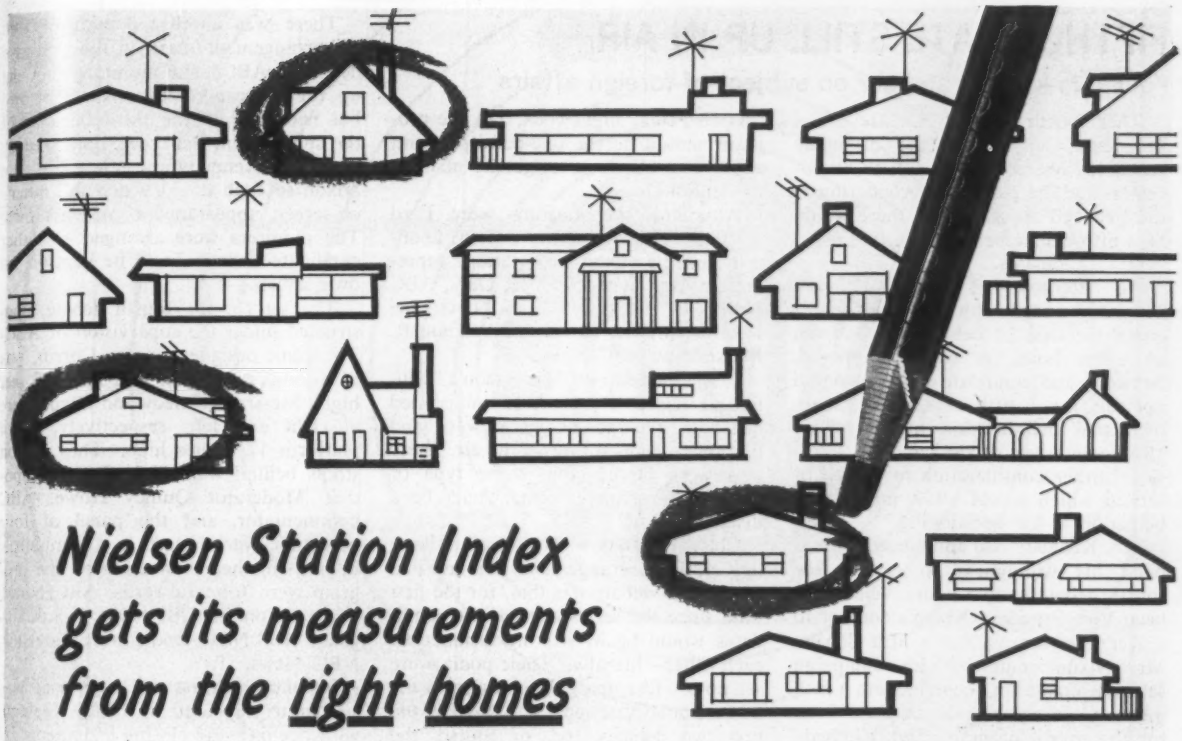
"Following this immediate notification to the subcommittee of any complaint received by you, we would further request that you advise us of your action and disposition in the handling of said complaint."

One Response ▪ Mr. McCollough's telegram to Sen. Yarborough follows:

"The radio and television broadcasting industry of the United States has provided at great expense a forum for the free exchange of viewpoints between our two leading candidates for the presidency. The industry has received from practically all sources complimentary and laudatory comments on both its achievements and its demonstrated fairness. The industry has long prided itself in its fairness in the presentation of issues and candidates.

"The FCC has directed all stations to maintain complete files on the handling of requests for time for political purposes during the campaign, and to file with the commission by Dec. 5 a lengthy and detailed report on these activities. Against this background, and your prior request to all candidates and the public as well to inform your subcommittee of charges of discriminatory treatment and our belief that broadcasters in their treatment of candidates have been eminently fair, we are at a complete loss to understand the reasons for your request of Oct. 14.

"We have effected cooperation with your subcommittee and the FCC in its survey, and would appreciate the opportunity of having representatives of our association meet with you immediately to discuss the matter."



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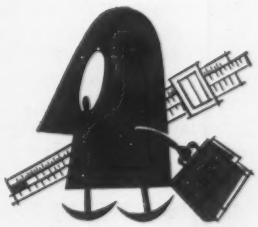

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FIFTH DEBATE STILL UP IN AIR

Fourth is kept to an hour on subject of foreign affairs

The fourth "Great Debate" was broadcast Oct. 21 in the originally scheduled one-hour format, with broadcasters and the public still wondering as the weekend approached if there would be a fifth debate between the two presidential candidates.

An afternoon of conferences last Thursday ended with the definite decision the Oct. 21 debate wouldn't run an extra hour, as earlier proposed. Network and candidate spokesmen did not rule out a fifth debate in a statement that included this enigmatic line: "Representatives of the candidates will give further consideration to a type of format which would allow public participation in the questioning."

Sen. Kennedy had announced beforehand his willingness to extend the fourth debate to two hours, which had been Vice President Nixon's counter to a Kennedy request for a fifth debate. Mr. Nixon contended his campaign schedule could not accommodate a fifth meeting. In agreeing to an extra hour for the fourth program, Sen. Kennedy contended this should not be a substitute for another debate closer to election day.

Addition of an hour to the fourth meeting apparently foundered on the "public participation" question, which Vice President Nixon had suggested. The statement issued by the networks' and candidates' representatives reported that in the Thursday meeting "it became clear that in the time involved an acceptable program with participation in the questioning of the candidates could not be developed. It was agreed that on Friday night (Oct. 21) the program should be the one-hour program on foreign affairs as originally planned in August."

Attending the meeting were Fred Scribner representing Mr. Nixon; Leonard Reinsch of the Cox stations representing Mr. Kennedy; John Daly, ABC News; Sig Mickelson, CBS News; Joe Keating, Mutual News, and William R. McAndrew, NBC News.

It was understood Mr. Nixon's "public participation" proposal envisioned questions telephoned by viewers and listeners for answering on the air. There also were reports that some type of "man-in-the-street" format had been discussed.

Close Quarters ▪ The most striking departure in arrangements for last Friday night's debate was that, for the first time since the series started, the candidates would be in striking distance of each other—literally. Their podia were set up six feet apart, in contrast to the 20 feet or so that separated them in the first two debates and, of course, the 3,000 miles between them in the split-screen third.

Heightening the head-to-head atmosphere, the "neutral zone" between them was eliminated by moving the moderator to a seat among the panelists and, in addition, cameras were set up so that the candidates would be talking almost face-to-face.

ABC officials, who produced the show, said these arrangements had been approved earlier in the week by representatives of Messrs. Nixon and Kennedy.

There was another departure from the arrangements used in the first two debates. ABC said monitors, not set up for the candidates in the first two but necessary in the third because of the split-screen, had been requested by both Sen. Kennedy and Vice President Nixon so each could watch the other's on-screen appearance if not his own. The monitors were arranged so either candidate's image could be kept off his own screen.

The set for the fourth debate, constructed under the supervision of ABC-TV scenic designer George Corrin, was of wood-grain texture and stood 12 feet high. Messrs. Kennedy and Nixon were at right and left, respectively, on a platform 12 inches high. They sat on stools behind waist-high, L-shaped podia. Moderator Quincy Howe, ABC commentator, and the panel of four newsmen, were ranged in a semi-circle in front of them. Panelists on the program were John Edwards, ABC News; Walter Cronkite, CBS News; Frank Singiser, MBS News, and John Chancellor, NBC News.

Standard Format ▪ The format was similar to that used in the first debate, with opening and closing statements by the candidates and the rest of the time devoted to questions by the panelists and answers by the nominees. Each candidate was allotted two-and-a-half minutes to answer a direct question and one-and-a-half minutes to comment on his opponent's reply. Donald G. Coe, ABC director of special events and operations, who produced the show, also was timekeeper.

For the first time in the debates cameras were to be mounted on Houston crane dollies that could lift them 10 to 15 feet above the floor, providing

Equal facilities such as the framers of Sec. 315 never thought of were provided by ABC for Messrs. Nixon and Kennedy for their fourth debate last Friday. To make them comfortable while waiting for air time, ABC constructed identical "cottages" in its New York studio Tv-1. If they differ in any way, it'll be in the temperature. Each cottage has two rooms, one 12x14 feet (at left) to serve as reception and conference room and one 10x12 (at right) for the candidate's private sanctum. Both are paneled in Philippine mahogany and carpeted, have five telephones, a television set, private washroom, Italian Empire and American modern furniture, two typewriters, prints of van Gogh and Prohaska, and air-conditioning which each candidate may set to suit himself. Bob Bright, ABC scenic designer who supervised construction of the side-by-side cottages at a cost which ABC hesitates to reveal, says they're so complete that "you could set them outside and live in them in perfect comfort the year round." ABC hoped to have picket fences and green plantings—identical, of course—surrounding the cottages by airtime.

Are you keying your marketing activities to the greatest area of richness and development in the nation? This area is the eight-state region of the Southwest, based upon the facts of economic and industrial expansion, coupled with availability and high caliber of labor. And the Greater Oklahoma City Market is right in the center. Thus, there is another important factor that is compounding the industrial and economic development of the Greater Oklahoma City Market. It is the importance of Oklahoma City as a *center of distribution!*

WKY RADIO AND TELEVISION, as prime communicators in a coverage area of 56 counties, is closely allied to the distribution of products to people enriched by the market's great and growing advantages.

Capitalizing on Geographical Good Fortune!

Distribution is an important industry in Greater Oklahoma City. Whether products are manufactured elsewhere, or here, they find their way to wholesalers, retailers and consumers more easily and more economically than almost any other market anywhere in the nation. A look at the map will explain why. Oklahoma City is practically equidistant to everywhere!

FACTS:

The distribution industry employs about 40,000 people in the Greater Oklahoma City market.

The market is served by 11 railroads, 5 airlines, 44 motor freight carriers.

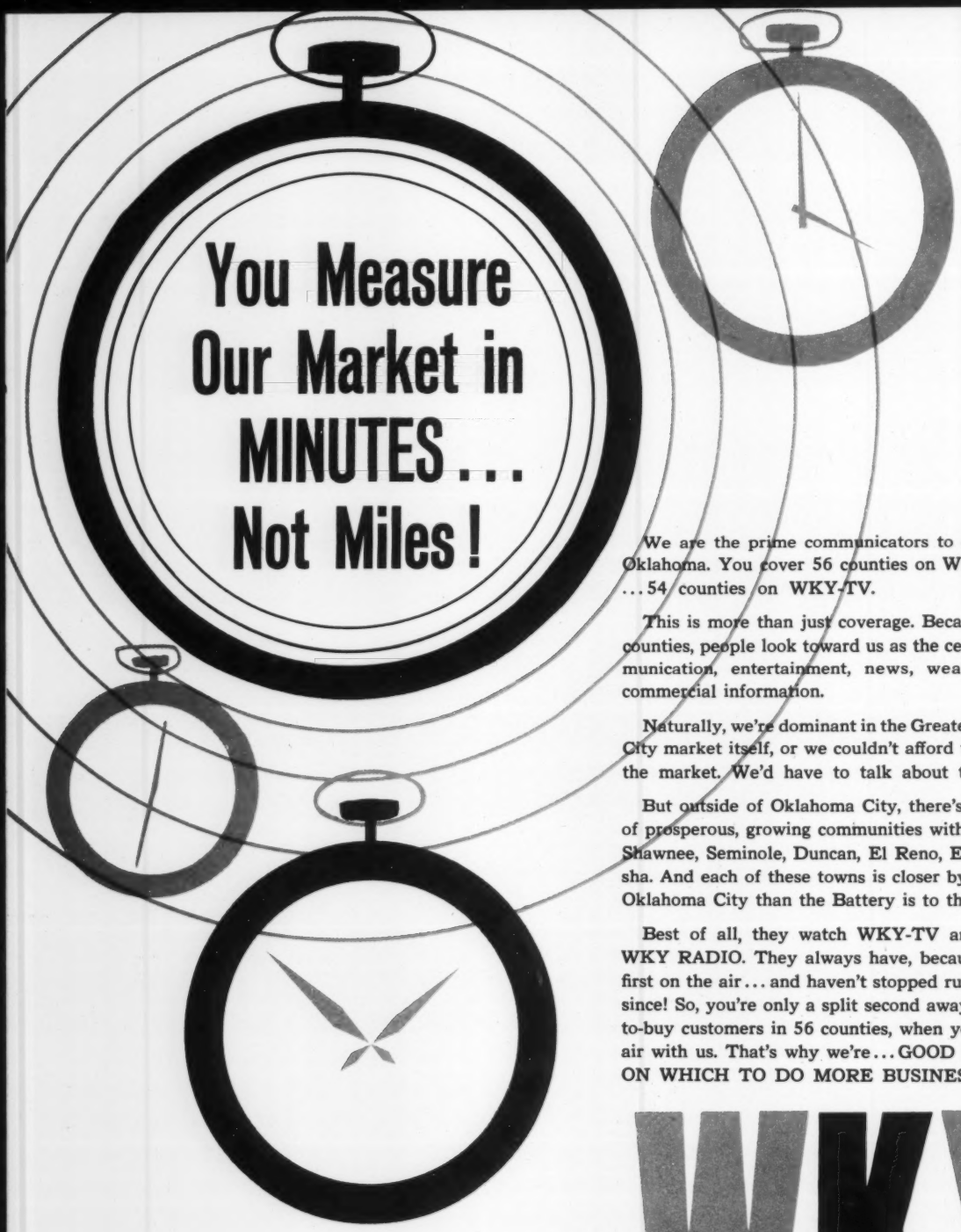
The market is the hub of the federal interstate highway system. Two main highways from the East Coast come together near here to form the one main highway to the West Coast. Crossing this route is the main highway from Canada and the Great Lakes, to Mexico.

The excellence of distribution benefits the marketer of products in several ways. First, of course, the distribution industry has a big payroll, pouring money into the hands of people you want to sell.

In addition, you can get *your* products through the distribution channel to your Oklahoma customers more easily, and in most cases, more economically.

More customers . . . with more dollars . . . reached more easily. And reached more *effectively* through use of WKY RADIO AND TELEVISION, the prime communicators in the market. Another of the "reasons why" is on page 4.

One of many new traffic interchan
Photo by A. T.



You Measure Our Market in MINUTES... Not Miles!

We are the prime communicators to over half of Oklahoma. You cover 56 counties on WKY RADIO ... 54 counties on WKY-TV.

This is more than just coverage. Because in these counties, people look toward us as the center of communication, entertainment, news, weather ... and commercial information.

Naturally, we're dominant in the Greater Oklahoma City market itself, or we couldn't afford to be selling the market. We'd have to talk about the stations.

But outside of Oklahoma City, there's a rich area of prosperous, growing communities with names like Shawnee, Seminole, Duncan, El Reno, Enid, Chickasha. And each of these towns is closer by minutes to Oklahoma City than the Battery is to the Bronx!

Best of all, they watch WKY-TV and listen to WKY RADIO. They always have, because we were first on the air ... and haven't stopped running ahead since! So, you're only a split second away from able-to-buy customers in 56 counties, when you're on the air with us. That's why we're ... GOOD STATIONS ON WHICH TO DO MORE BUSINESS.

WKY

RADIO and TELEVISION

OKLAHOMA CITY

The WKY Television System, Inc.
WTVT, Tampa–St. Petersburg, Fla.
Represented by The Katz Agency

Lodge preempts Lodge

A political preemption with a twist occurred last week. GOP vice presidential candidate Henry Cabot Lodge had been slated to appear on ABC-TV's *Campaign Roundup* on Oct. 20 (Thur., 10:30-11 p.m. EDT). But last week the Oct. 20 *Campaign Roundup* was preempted—for a speech by Henry Cabot Lodge. The National Republican Congressional Committee placed the order that converted Mr. Lodge's time from free to paid.

greater flexibility of camera angles. There were seven cameras—three trained on the candidates, two on the moderator and panel, and two used as stand-by.

There also was a standby control room, in case anything happened to put the regular control room out of operation.

Marshal Diskin, who directed the third debate, was also director for the fourth. Jack Sameth, who directed the New York portion of the third appearance, was stand-by director in the stand-by control room for the fourth.

In addition to constructing in-studio "cottages" for the convenience of the candidates before and after air time (see pictures), ABC also arranged for their arrival and departure in style. A red carpet 100 feet long was laid from the 66th St. entrance ramp into the studios, permitting the candidates limousines to deposit them at the doors of their respective "cottages."

NBC Seeks Reaction ▪ NBC scheduled a series of sidewalk interviews Oct. 22 on the way voters felt about the influence of "Great Debates" on their decision Nov. 8. The program was scheduled 9:30-10:30 p.m. EDT. Nine cities were selected for interviews. Other features include excerpts from debates, evaluation of nominees' crowds and results of an NBC news survey estimating strength of the candidates. Frank McGee was to be anchorman on the program.

Debate audience size drops

The third Nixon-Kennedy debate on Oct. 13 reached a combined radio-tv audience of 76.4 million, the Sindlinger & Co. research organization reported last week. There were signs that it not only attracted fewer persons than either of its predecessors, but also that it bored more.

"For the first time since we have been measuring the debate audience," President Albert E. Sindlinger reported last week, "38% of those who watched or listened . . . tuned out while the two were on the air." The Sindlinger estimate for the third debate was 61 million watching on tv and 15.4 million listening on radio, a total decline of 15% as compared with the second debate's combined audience of 89,909,000. Sindlinger's estimate for the first debate was 86,261,000.

LBJ'S TEN-GALLON HAT

Which one he's wearing, when, causes equal-time controversy

In medieval times they argued about how many angels could dance on the edge of a pin.

Now they're arguing about how many hats Sen. Lyndon B. Johnson (D-Tex.) can wear and still claim exemption from the equal time provisions of Sec. 315.

The "they" are Texas Republicans, whose candidate John G. Tower of Houston, is opposing Sen. Johnson's bid for re-election as a U.S. senator.

The LBJ brand is not only on the Democratic national ticket for vice president, but the Senate majority leader is also running for re-election to his senate seat.

Mr. Tower's position, which he has made clear to both CBS and NBC—and to all Texas stations—is that Sen. Johnson can't have it two ways. He can't, Mr. Tower has told the broadcasters, be the vice presidential candidate exempt from Sec. 315 and still be the Democratic candidate for the U.S. Senate and also be exempt from Sec. 315.

"We cannot agree to any theory that Sen. Johnson can wear his vice presidential candidate's hat on some appearances and his senatorial hat on others." This is what Thad Hutcheson, Texas GOP chairman, and Albert B. Fay, Texas GOP national committeeman, told Texas broadcasters earlier this month.

At issue were Sen. Johnson's appearances on CBS' *Face the Nation* and *Presidential Countdown*, and NBC's *Meet the Press* and *The Campaign and the Candidates*.

Both networks have "respectfully" denied Mr. Towers request for equal time. And both made two similar points:

That Sen. Johnson when he appeared on these programs appeared as the Democratic vice presidential nominee.

Or, that these programs are considered *bona fide* news interview programs, exempted from Sec. 315 provisions by the congressional amendments this past summer. CBS did not exactly make this claim for *Presidential Countdown*.

Both also pointed out that neither own stations in Texas and they cannot

32 hour political show proves public interested in politics

KTSM El Paso, Tex., staged a 32-hour political "Partython" Oct. 15-16, providing coverage of candidates for local, state and national offices. The week-end of politics was donated as a public service, with no paid commercials during the period, according to Karl O. Wyler, president-general manager.

An average of 25 phone callers an hour provided listeners with a chance to voice their political opinions on the air. Interviews with local candidates and state candidates from the area were carried plus taped speeches by leading national campaign figures. One-minute segments on party platforms were read.

Keynoted "The Sound of Good Government," the program brought hundreds of phone calls to Conrey Bryson and Ted Bender, on-the-air moderators. Nearly 600 calls were heard on the air. Besides a jammed switchboard, the station said, congratulations came in the form of telegrams, flowers, cakes and cookies.

Calls were evenly divided between local and national issues and the parties. The city is traditionally Democratic. Hundreds phoned in to pledge a total of $1,093 for party campaigns. Discussion topics ranged from the party platforms to the Quemoy-Matsu issue and party attitudes toward welfare and education. Many callers said the religious issue was unimportant. The only "rough" calls were centered around a local race.

Jack Chapman, KTSM station manager, said after the program, "We entered into this program as an experiment. Could radio, in 32 hours, or one weekend—provide a public forum, larger and more important than any that could be held in a single meeting under one roof? Could men gather together around thousands of radios to discuss the election of the men who will govern them for two to six years to come? Were Americans too complacent, too soft to give their real support and interest to such a program . . . to make use of it . . . or was the spirit of Jefferson and Washington and Adams and Paine and Madison still alive in the average American of 1960? The answer is yes."

KTSM offered to make available free of charge a complete resume of the program and the way it was handled to any interested radio station. It referred requests to: KTSM Radio, Partython, 801 N. Oregon, El Paso, Tex. In the picture (below), Rudy Tellez, KTSM program director, gets ready to cue a station break. At the table (from l to r), Republican Allan Rash is being interviewed by Conrey Bryson, Ted Bender, County Commissioner Dick Davis and County Treasurer Pierce Atwater.

therefore speak for Texas licensees.

Both Mr. Tower and the Texas Republican organization have kept the FCC advised of their requests—but up to Thursday night neither had made a formal complaint for an FCC ruling.

Roper to poll debates' influence upon voters

This week's national polling by the Elmo Roper organization is out to pin down more information about how the candidates' televised "debates" affect voters. In answer to a question at a meeting of the New York chapter of The American Marketing Assn., last week, Mr. Roper said he was putting a study in the field Oct. 22 to cover this point, along with other questions in the regular polling on political preferences, attitudes and dominant issues.

Results will be announced by Mr. Roper on the CBS-TV *Presidential Countdown* program Monday (Oct. 31, 10:30-11 p.m. EST), according to preliminary plans.

So far, the pollster said, he had only concluded, as did others, that voters who were already in the Kennedy camp thought he "won" all three debates and that Nixon supporters said their man won the second two and would have taken the first if it hadn't been for bad lighting and makeup. (The fourth debate had not yet taken place at the time of the American Marketing Assn. meeting Oct. 20.)

Last week's AMA program starred the pollster being interviewed by Mike Wallace on the nature, functions and dangers of election polling. One of the big dangers, Mr. Roper said, is too much reliance on pre-convention polls when experience has shown that a significant part of the electorate reserves judgment up to election day.

Political sidelights...

Daley speaks ▪ Mayor Richard J. Daley of Chicago used his political office last Tuesday to champion the "Great Debates" on tv as the "greatest thing that ever happened." The Democratic mayor, who rode herd on the controversy to admit electronic journalists with radio-tv equipment into the local city council, said he felt political candidates of the future will be "compelled" to debate their opponents. He based his opinion on the reception given the televised debates involving Vice President Richard M. Nixon and Sen. John Kennedy.

Debate planned ▪ KIRO-AM-TV Seattle plans an Oct. 29th debate between gubernatorial candidates in which a moderator will ask all the questions. Candidates will be queried on an alternating basis, with a time limit set on each answer. Don Brice, radio-tv news director, will be moderator.

'Sound off' ▪ Besides polling on sidewalks, WTOL Toledo, Ohio, invites listeners to "sound off" on their favorite political subject. The ballot shows Kennedy leading. WTOL-TV plans four news conferences for congressional candidates.

ONE IF BY LAND TWO IF BY SEA / PAUL REVERE

In 1775 when the two signal lights gleamed from the old North Church belfry, Paul Revere rode like a firebrand into the quiet night to warn all waiting Middlesex County that the British were coming. And . . . when the British came, the Minutemen were waiting for them, muskets cocked . . . the message got through. Balaban stations travel like a firebrand, too, with your message . . . riding straight to win for you on the Balaban policy of original programming, exciting personalities and real selling "know-how". The news of your product, or your service is carried straight to the buyer with the Balaban Stations . . . couriers par excellence!

THE BALABAN STATIONS: in tempo with the times. John F. Box, Jr., Managing Director

WIL-ST. LOUIS WRIT-MILWAUKEE / KBOX-DALLAS

Keep advertising like Caesar's wife

4A SESSIONS ANALYZE SELF-DISCIPLINES THAT ARE IN ORDER

Advertising's image and the expediencies necessary to keep it untarnished were again explored last week by some of the nation's leading agency men. They met Oct. 16-19 at the western region convention of the American Assn. of Advertising Agencies in Coronado, Calif., and re-echoed concerns expressed at the 4A's central region meeting in Chicago the previous weekend.

The western convention, however, came away with the assurances of 4A President Frederic R. Gamble that advertising was continuing to prosper and grow.

Health Report ▪ Despite the quiz and payola scandals and other unhappy publicity, the financial state of advertising is surprisingly healthy, according to the figures for AAAA agencies reported by Gamble. For the year ended in March, the total volume of AAAA members hit a record high of $3.625 billion, a 12% gain over the year before. Total employes of these agencies is 41,000.

These figures include $275 million in advertising handled by the agencies' branches in foreign countries, almost as much as the U.S. volume of 20 years ago, Mr. Gamble stated. The 7,000 personnel abroad are almost as many people as there were in all AAAA domestic offices in 1939.

Advertising has made progress on the public relations front too, he said, starting a year ago with the establishment of an advertising committee of the national distribution council within the Dept. of Commerce. This gave advertising a voice inside the executive branch of the government. At the same time, the Advertising Federation of America opened its Washington office to report on legislative developments to the advertising industry. The latest constructive step is the committee for the improvement of advertising content organized jointly by the AAAA and the Assn. of National Advertisers (BROADCASTING, Oct. 10), replacing the former unilateral AAAA interchange of opinion on objectionable advertising.

The volume of anti-advertising bills introduced during the 86th Congress is not as frightening as it has been made out to be, Mr. Gamble asserted. Many of the 130 bills were duplicates. Only 15 were of major importance and only two of these finally became law: the Magnuson Bill to impose penalties for payola and the Mills Bill amending the Internal Revenue Code so as to exclude local advertising charges from manufacturers' sales taxes. Neither of these bills, he said, can be considered anti-advertising.

Despite Mr. Gamble's encouraging words, others who addressed the regional agency meeting warned that advertising has a long way to go before it can get out of the dark woods of adverse public opinion.

'Voice of Advertising' ▪ "There is today no strong authoritative voice raised to explain and sell advertising to the American public," Richard D. Crisp, consultant in advertising and marketing management and research, declared. Perhaps in the past, advertising's failure to explain itself was not especially important. But today, when advertising is under attack, the lack of an adequate defense is of vital importance, he said.

There is not just one, but three different attacks, Mr. Crisp stated. First there is the governmental attack, of which one example is the "legal action being taken to stop Procter & Gamble from acquiring and assimilating Clorox. One major basis for the legal action is the contention that P&G's potent promotional 'know how' makes their action automatically 'unfair competition.'

"If this action is upheld, the anti-advertising forces will have landed and secured a beachhead," he declared. "An extension of the line of reasoning behind this attack on P&G can only lead to far more regulation than we now have."

The "publication at this time of the latest book off Vance Packard's assembly line . . . at precisely the time when some . . . are lambasting the present administration for policies attributed to the President's friendships with big business executives . . . frankly scares me to death," Mr. Crisp declared, noting that this attack comes when the country is trying to decide on the kind of leadership it wants for the next four years.

The third attack is not yet launched, but 'it has been telegraphed unmistakably by the economic plans and policies of one of the two major parties. What is needed is to restrain action in the 'private' sector of the economy and to stimulate the 'public' sector."

Mr. Crisp suggested that "the big-and-getting-bigger advertisers and the big-and getting-bigger large agencies should pool just a little of the brain-power and financial power and address themselves to the task of a constructive interpretation of advertising to the American public."

Selling Ad Image ▪ Or, if the co-operative approach doesn't appeal, he asked, "why can't one agency, just one, any big agency with a real confidence

Mr. Strouse
Don't fight the label

Mr. Gamble
Billings keep growing

Mr. Hoefer
Advertising rates a gold star

Mr. Harding
Be 'proud persuaders'

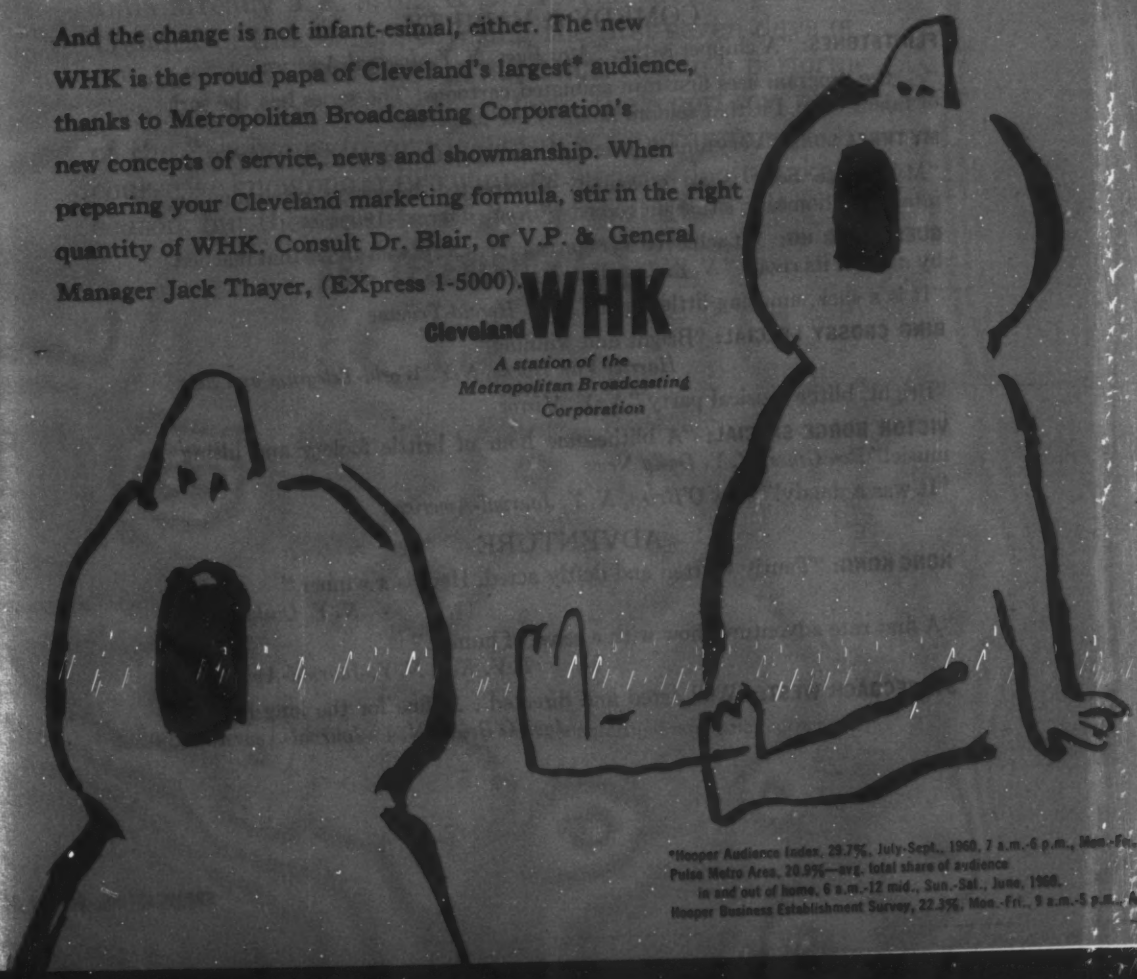
. . . decidedly Cleveland's #1 station*

FIRST THINGS FIRST: WHK

And the change is not infant-esimal, either. The new WHK is the proud papa of Cleveland's largest* audience, thanks to Metropolitan Broadcasting Corporation's new concepts of service, news and showmanship. When preparing your Cleveland marketing formula, stir in the right quantity of WHK. Consult Dr. Blair, or V.P. & General Manager Jack Thayer, (EXpress 1-5000).

Cleveland **WHK**

A station of the Metropolitan Broadcasting Corporation



*Hooper Audience Index, 29.7%, July-Sept., 1960, 7 a.m.-6 p.m., Mon.-Fri.
Pulse Metro Area, 20.9%—avg. total share of audience in and out of home, 6 a.m.-12 mid., Sun.-Sat., June, 1960.
Hooper Business Establishment Survey, 22.3%, Mon.-Fri., 9 a.m.-5 p.m., July-1960.

THE REVIEWERS:

THEY'RE BUSY WRITING RAVE REVIEWS OF ABC-TV'S NEW SHOWS.

DOCUMENTARIES

CAST THE FIRST STONE (BELL & HOWELL CLOSE-UP): "Direct and uncompromising. A sound treatment of a subject unfortunately still regarded as controversial." *J. Gould, N. Y. Times*

EXPEDITION: "Superlative. We were intrigued." *Nick Kenny, N.Y. Daily Mirror*

COMEDY & VARIETY

FLINTSTONES: "A chipper satire." *Atra Baer, N. Y. Journal-American*

"... the program uses first-rate animated cartoons! The series has the sort of talent behind it that seldom fails!" *Time Magazine*

MY THREE SONS: "Very funny—give it a look." *John Crosby, N.Y. Herald-Tribune*

"My Three Sons is an amazingly unexpected television program—an intelligent domestic situation comedy." *N. Y. Journal-American*

GUESTWARD HO: "It achieved an entertainment level well above that reached by most of its rivals." *N. Y. Times*

"It is a slick, amusing little caper." *N. Y. Herald-Tribune*

BING CROSBY SPECIAL: "Bright and winning!"
Harriet Van Horne, N.Y. World-Telegram and Sun

"Bright, blithe musical party." *N. Y. Mirror*

VICTOR BORGE SPECIAL: "A blithesome hour of brittle foolery and lilting music!" *Ben Gross, N. Y. Daily News*

"It was a dandy!" *Jack O'Brien, N. Y. Journal-American*

ADVENTURE

HONG KONG: "Tautly written and deftly acted. Here is a winner."
N. Y. Daily News

"A first rate adventure show with a sense of humor."
T. V. Key, N. Y. Journal-American

STAGECOACH WEST: "Well acted and directed . . . fine for the long haul."
Jack O'Brien, N. Y. Journal-American

THE VIEWERS:

THEY'RE BUSY WATCHING ABC-TV...MORE THAN ANY OTHER NET!

The ultimate critics—the customers—have their own ways of reviewing the networks. With the twist of a dial. And, even though the new season is not yet set, their dials already are . . . on ABC-TV. The first 27-Market Trendex of the season, covering the first seven days of October, shows **ABC FIRST IN AUDIENCE.*** Quite a performance, when you consider these facts: the report covers 24 of the 27½ hours (over 87%) of new programming. Of course we know one or two winning surveys don't make a season; but they're sure a nice way to start!

ABC TELEVISION abc

*SOURCE: Trendex, Oct. 1960 Report, all evening sponsored half-hour & hour programs.

in its own creative powers, perhaps in cooperation with a handful of its own clients, do this job?"

Not only the consumer, but also top business management needs to be sold on advertising, Mr. Crisp declared. "I sense a growing resistance on the part of company presidents and directors to your repeated recommendations that the appropriation be increased," he told the agency executives. "I see rising skepticism as to whether advertising is really sensible and necessary. . . . A major force behind this attack is a lack of knowledge, on their part, as to how well or how poorly the advertising program you prepare is working. . . .

"The people whose confidence in advertising is most important to you are precisely the people most likely to be exposed to and influenced by attacks on advertising. In a cold war, we would not think of letting the other side have the ears of the world to itself. We have created a Voice of America. Why not a Voice of Advertising?"

Advertising's current bad reputation stems from our unprecedented prosperity, John H. Hoefer, president of Hoefer, Dieterich & Brown, San Francisco, and AAAA Western Region chairman, stated. Having more material wealth than our ancestors ever dreamed of, with the problem not of how to get the next meal but "whether to buy that second tv set or make a down payment on a boat," we have developed a guilt feeling and, to absolve ourselves, we have made advertising our scapegoat.

Voodoo ▪ "The people say: We are guiltless. It's the old voodoo of advertising that makes us behave like this, against our pristine nature. Advertising is what makes us want that second car, the second tv set, the whitewall tires, the larger, frost-free refrigerator . . ."

Advertising can claim some credit for the success of American business, Mr. Hoefer noted, and perhaps another "gold star" for the public service contributions of advertising, nationally through the Advertising Council and individually and locally. "The question becomes," he went on, "how many Smokey Bears does it take to atone for the puritan-induced feelings of 170 million persons?"

"If advertising is to attract better brains from colleges, two conditions are essential," Daviel S. Warner, associate professor of the U. of Washington school of communications, told the agency conclave. "First, the students should get a realistic picture of the importance of advertising—that it is something they can learn about. Second, if better brains are to be attracted, advertising itself must show a real interest in these better brains."

Commercial Consciousness ▪ The homes of tv advertising men are like no other in the block, Kenneth T. C. Snyder, vice president and tv-radio creative director of Needham, Louis & Brorby, told the Coronado sessions.

"At our houses," he commented, "you talk during the programs and get shushed for the commercials—all the commercials, good and bad, ours and the competitors.'

"There have been commercials that everybody shushes for," Mr. Snyder stated. "There have been many but there should be more. . .

"We know of the great things that can happen when we sell well in the medium. We know of instances in which the product can't be kept on the shelf; it's snapped up so after good tv exposure. We know of production capacity not keeping pace with the pipeline-filling pace, because the trade we sell has such faith in what the medium can do with a good product and a good selling proposition. We see ads in a metropolitan daily newspaper urging dealers to stock up on Crayolas because three kids shows are going to be pitching them during the holiday season.

"So here we've got a great medium —and how is it used?" Mr. Snyder asked. To produce shushworthy commercials, it's got to be used better than to fill it with what has been described as "chewing gum for the eyeballs," he answered himself. "If we don't, the folks on the other end of the tube just won't respond.

"But, aside from earning our bread, it's a pretty exciting and rewarding thing, when the set is on, when you know your neighbors and thousands and thousands of others may have shushed, and on comes something that you wrote or produced or one of your gang did, or you approved it, or you paid for it, or you were just enthusiastic about the idea of it when a little enthusiasm was needed—and on comes a message that you know is going to move the goods and you're proud to have been a part of it, because it's a gasser of a commercial."

In Chicago ▪ Key speakers at the AAAA central region meeting Oct. 13-14 included Norman H. Strouse, president of J. Walter Thompson Co.; Peter C. Peterson, executive vice president of Bell & Howell; Dr. Paul Lyness, director Gallup & Robinson, plus Mr. Gamble and Harry Harding, AAAA board chairman and executive vice president of Young & Rubicam.

Mr. Strouse discussed what agencies can do to improve advertising's image. He suggested that advertising should try to apply a more favorable connotation to the Madison Avenue label, rather than rebel against it, "or attempting to shed or disown it." He called for connotations to "fit the positive facts rather than the negative fictions."

Whereas a publicity or special advertising campaign might not be helpful, Mr. Strouse asserted, a change in attitudes might be effected by "positive actions, an abiding sense of responsibility for our action and the willingness to forego the 'fast buck' in the interests of generating and protecting a favorable attitude toward the forces of advertising. We should honestly recognize the practices which contribute to the negative connotation of Madison Avenue and try to eliminate them."

Noting the "permissive" characteristics of advertising—the "right to intrude"—Mr. Strouse said that television "makes it possible for advertisers to impose rudely upon the viewer with every practice in the industry — hard sell, bad taste, driving repetition, domination of single product categories. A few do, but most do not. We in the agency business, however, are the ones held responsible for these practices, and the strongly negative impressions these practices generate with the public spread broadly across the entire spectrum of the advertising business."

Adopt the Persuasion Role ▪ A similar tack was taken by Mr. Harding, who urged those in advertising to be "proud persuaders" if they discharge their first responsibility—to move merchandise. "Creating the kind of advertising that

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Oct. 13-19 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

Date	Program and Time	Network	Rating
Thur., Oct. 13	**Nixon-Kennedy** (7:30 p.m.)	all networks	43.9
	Untouchables (9:30 p.m.)	ABC-TV	30.3
Fri., Oct. 14	**77 Sunset Strip** (9 p.m.)	ABC-TV	22.4
Sat., Oct. 15	**Gunsmoke** (10 p.m.)	CBS-TV	26.7
Sun., Oct. 16	**Candid Camera** (10 p.m.)	CBS-TV	32.5
Mon., Oct. 17	**Andy Griffith** (9:30 p.m.)	CBS-TV	18.9
Tue., Oct. 18	**Red Skelton** (9:30 p.m.)	CBS-TV	22.3
Wed., Oct. 19	**Perry Como** (9 p.m.)	NBC-TV	24.7

Copyright 1960 American Research Bureau

It's a habit...

watching KMJ-TV in FRESNO (California)

Most Fresno farmers wouldn't let *any* chore keep them from watching their favorite farm program, TODAY IN AGRICULTURE. KMJ-TV sends reporters and photographers into the field to gather this farm news *direct*. And with approximately 30,000* farms in the KMJ-TV area, the program's popularity is easy to understand. Just another reason why KMJ-TV has such a high degree of viewer loyalty.

**Sales Management's 1960 Survey of Buying Power*

KMJ-TV . . .
first TV station in
the Billion-Dollar
Valley
of the Bees
McCLATCHY
BROADCASTING
COMPANY

THE KATZ AGENCY, NATIONAL REPRESENTATIVE

will persuade people to buy is the foremost responsibility of agencies," he asserted, adding that advertising "not only makes people want but it also helps them get." People in the profession ought to be proud of the part advertising plays in helping consumers lead a better life in terms of better products and lower prices, he held.

Mr. Peterson expressed hope that clients will exercise less emphasis "on inhibiting the agency and give much more direct positive encouragement." He suggested agency executives give creative and skilled people "all the status and significance" possible.

Mr. Peterson felt that as many managements spend more time with advertising, they have begun to "lose some of their sense of insecurity about it." They are beginning to understand that no one can really know very much about advertising or what really sells products and that "the sum of a really integrated marketing effort is a great deal more than the sum of its parts," he contended. As an example of something "new" and "exciting" in marketing programs, Mr. Peterson cited Bell & Howell's venture into network public service tv programming in prime time.

Among such practices he included bad taste, bad manners, untimely intrusion of advertising, false implications, excessive ballyhoo at the expense of adequate buying information and meretricious appeals.

Jack Frost IDs all sweetness and light

A first-time tv user, National Sugar Refining Co., New York, has dropped its Jack Frost sugar newspaper advertising in favor of 10-second IDs that extoll the product's sweetness. For years the advertiser placed space in papers and display on outdoor billboards. Billboard ads continue but tv will run four weeks in flights with the outdoor campaigns in progress during the off-tv periods.

The television for Jack Frost, through Young & Rubicam, New York, will be on stations in 21 key cities in the sugar company's major distribution area. The ID is humorous, animation used for both product identification and for a little old lady character who proclaims, in the only audio used: "I prefer Jack Frost sugar because it's so . . .sweet."

Agency executives said the spot will be placed in daytime and late evening periods with flights continuing through 1961. An evaluation will be made next year.

ANOTHER 'BRAND X'

This one is a cigarette that claims to be second best

Three admen, happy with their agency jobs but anxious for some direct experience in marketing, have entered the Brand X sweepstakes. Their cigarettes branded "X," chastely packaged and aiming "for the man who is satisfied with nothing less than second best," go on tobacco counters in New York area markets this week.

There may be some money for radio in the introduction, but partner Martin Solow emphasizes a tight budgetary situation (Brand "X" Enterprises Inc. had to pay in advance to manufacture the cigarettes) and asks stations, "Don't call us; we'll call you."

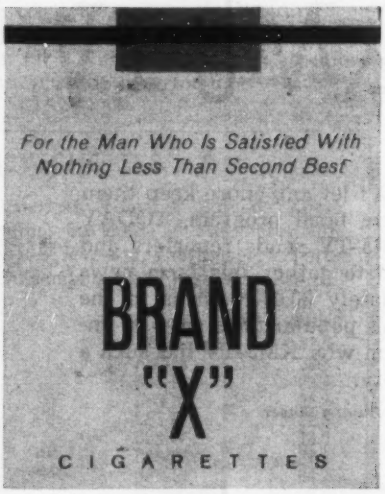
Test marketing and advance publicity on the second-best smoke stirred up enthusiastic reaction around New York, including reminders that at least one other "Brand X" was on the market. That doesn't worry the partners because it's another product category entirely, window cleaners (BROADCASTING, Oct. 10), and besides, they copyrighted their name last spring.

Brand "X" cigarettes grew out of a weekly habit of "blue-sky" lunches shared by Mr. Solow, executive vice president of the Wexton Co.; David Diener, vice president-creative director of Monroe Greenthal Co., and Ed Handman, Wexton's copy chief. The winning "presentation" at the fateful meal last May was made by Mr. Solow and before long the project was down from the sky, the partners were sloganizing and trying out tobacco blends to get ust the right one, 'a cigarette containing all of the tars, nicotines, etc., that make a cigarette taste good."

Now they've test-marketed, fought to get just the right one, 'a cigarette conbasked in international publicity (Canada wanted the story last week, too) and are ready to tap a market of "millions of people who don't want to be first, who believe that first place is too crowded," "I believe we've touched a nerve," Mr. Diener said, as newepaper, radio, tv and magazine stories broke around him. Partner Solow, speaking seriously (all three mean business about their investment), thinks a lot of people "are saturated with some of the stuff that goes on in the advertising busines." These may be the smokers of a brand expected to sell itself at the store, at 39 cents a pack.

None of the clients of Monroe Greenthal or Wexton is in the tobacco business.

None of the creators of Brand "X" smokes.



Why be first?

FULL MARKET PROGRAM

Product research and testing offered by new Midwest firm

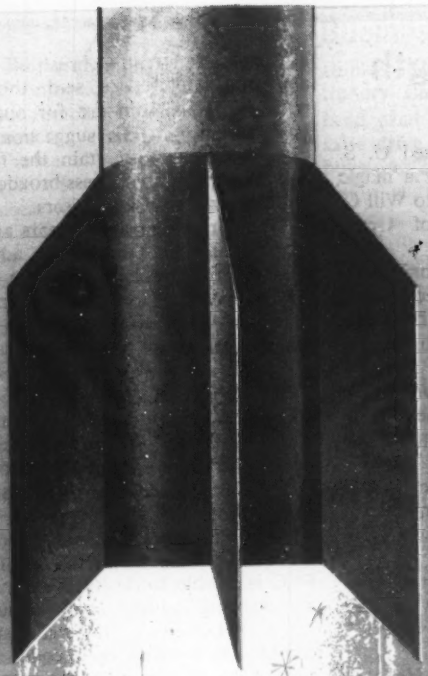
New product research and testing facilities may prove a vital shot in the arm for broadcast and other media located in the "heart" of the U. S. A.

Already, marketing-merchandising services offered by newly-formed Product Acceptance and Research Inc. are starting to pay dividends for radio-tv stations in Evansville, Ind. PAR is offering a complete market program for grocery and drug products in cooperation with broadcast, print and outdoor media.

Stations report they are getting time buy commitments from six already introduced in product centers—Fireside Egg Coffee (H. H. Hixson & Co.—handled by Keyes, Madden & Jones); LaGrande Salad Dressings and LaGrande Coffee (Columbia Foods Div. of Consolidated Foods Corp.—North Adv. Inc.); Crosse & Blackwell Barbecue Sauce (Crosse & Blackwell Co.—VanSant, Dugdale & Co.); Nestle's Zip (The Nestle Co.—McCann-Erickson).

Evansville, which ranks about 121st in U. S. metropolitan population and claims to be well balanced between farm and industry, is regarded as a promotion-minded market. Some months ago media joined with PAR on a test market booklet describing market advantages for testing new and redesigned products. The stations: WGBF; WJPS; WEOA and WIKY, and WTVW (TV); WEHT (TV) and WFIE-TV.

Hixon Buys ▪ Hixon bought saturation schedules on the four radio outlets for a 5-6 week period, with the initial campaign concluded and another expected to start shortly. One station reported a gross of $1,395 and Hixson



market on the move

TAMPA-ST. PETERSBURG

is really moving up!

A WHOPPING 86%

...that's the population increase (1950-1960 census)* of the Tampa Bay area, comprising Hillsborough and Pinellas Counties, Florida, now 28th in the nation in total retail sales.

To reach this zooming, booming area— as well as nineteen additional surrounding counties with a total population of 1,439,165 —you need only WTVT, the dominant and progressive "station on the move"!

**Preliminary census figures*

SHARE OF AUDIENCE

49.1% ... Latest ARB 9:00 AM - Midnight

CHECK THE TOP 50 SHOWS!

ARB		NIELSEN	
WTVT	42	WTVT	39
Station B	7	Station B	11
Station C	1	Station C	0

station on the move

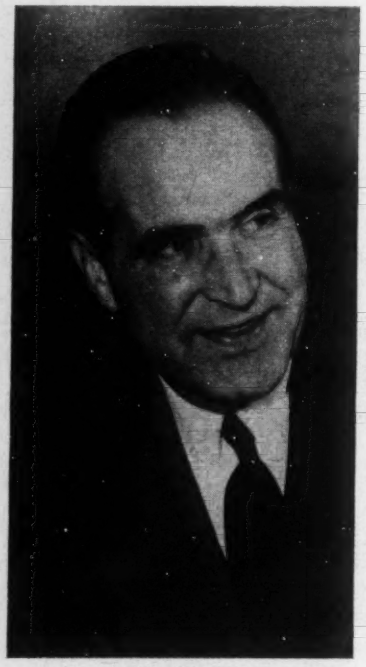
WTVT CHANNEL 13

TAMPA-ST. PETERSBURG

THE WKY TELEVISION SYSTEM, INC. • WKY-TV/WKY-RADIO • Oklahoma City • *Represented by the Katz Agency*

Broadcasters don't know own strength

WILL GRANT SEES WORLDWIDE RADIO-TV BOOM



Mr. Grant

Broadcasting has increased U. S. industrial activity "as if by a magic catalytic agent," according to Will C. Grant, board chairman of Grant Adv., Chicago.

The appeal of the electronic message is shown by a Grant-conducted survey, he told the NAB fall conference Oct. 19 at Dallas (conference story on page 62).

This survey, he said, asked people whether, given a choice, "they would rather give up radio and television or penicillin."

The result: 58% said they would prefer to give up penicillin despite its medical importance in conquering disease and infections.

"The importance of the broadcasting industry is very easily missed even by those concerned with it," Mr. Grant said.

Medium Is Undersold ▪ He contended the industry can do a better job of selling "from the standpoint of value and audience," noting for example that "25% of the radio audience is composed of listeners who listen to car radios."

Broadcasters tend to brush off that auto radio figure, he said, though 60% of radios sold are for out-of-home listening. His suggestion: a careful study to ascertain the facts and a campaign to impress broadcasting circulation on advertisers.

"When radio began 40 years ago," Mr. Grant said, "the largest advertising medium probably was the *Saturday Evening Post* with a circulation of about 2 million a week. Radio and television have dwarfed figures such as this."

Self-Policing ▪ As to quality, Mr. Grant claimed it is the industry's responsibility to police commercials, adding, "The ad agencies tried to do this job and failed, but broadcasters can and should do it." Since the advertising industry can't improve the quality of commercials and the FCC is unable to do it, he said, the broadcasting industry should assume full responsibility. "If broadcasters continue to improve their codes and standards and recognize the responsibility coming from their growth, they will not find it too hard to improve commercial quality," he said.

Mr. Grant proposed that broadcasters charge more for commercials instead of shoe-horning more of

supplemented the program with buys on WAOV Vincennes, Ind., and part of Kentucky. Fireside Egg Coffee also is being advertising with 10-second IDs on WTVW over a 5-week period (still running).

While no figures have been disclosed, it's estimated that Hixon, through K M & J, has spent perhaps $10,000 on broadcast media alone, plus more for print during the test campaign. Newspapers are sharing in most all client schedules.

PAR claims to offer complete research, introduction and testing facilities to advertisers of food products. Services include immediate distribution in chain and independent stores with 70% of total commodity volume, stock control, guaranteed retailer cooperation and weekly reports on product performance.

During the basic test period of 13 weeks, PAR assumes control of product in billing, delivery and in-store servicing. The manufacturer's product appears in centers for a guaranteed five weeks.

PAR is headed up by R. Craig Campbell as president and the market is described as the new "Test Tube for All America." Evansville-Henderson (Ky.) was one of 80 multi-station markets from among those reporting $25,000 or more in tv time sales for 1959 (radio figures have not been released yet by the FCC). The breakdown showed national-regional advertisers contributing over $688,000, local over $700,000 and networks over half-million dollars.

If PAR proves successful, advertisers may find it profitable to make greater use of the market when planning to pretest new product introduction acceptance and media strategy.

Agency appointments...

▪ American Brewery Inc., Baltimore, appoints Newhoff-Blumberg, that city. The agency is planning an extensive campaign in the brewery's marketing area of Maryland, District of Columbia, Pennsylvania, Delaware, West Virginia, Virginia and North Carolina.

▪ Textron Inc., N. Y., has appointed McCann-Marschalk, that city, as agency for its corporate advertising, according to Rupert C. Thompson Jr., chairman of Textron's board. The company operates divisions in automotive, consumer, defense, industrial and fabrics manufacturing. Sales volume is $450 million yearly.

▪ Continental Oil Co. (Conoco products), Houston, Texas, appoints Clinton E. Frank, Chicago, to handle its account, estimated to bill about $3.5 million. Company uses radio and tv advertising.

▪ Squirt-Chicago Bottling Co. (soft drinks) appoints Gordon Best Co., that city, to handle its advertising effective Jan. 1, 1961.

▪ Wynn Oil Co. (radiators, crankcase, other friction-proofing automotive chemical products), Azusa, Calif., appoints Erwin Wasey, Ruthrauff & Ryan, L. A., to handle its national and overseas advertising. The 1961 advertising budget will exceed $500,000. While media plans will be announced at later date, past campaigns have used radio and tv. Robert Byars, agency vice president, will be account manager.

▪ Regina Corp., Rahway, N. J., manufacturer of Regina floor polisher, Electrikbroom and Electrikmop, appoints Hicks & Greist Inc., N. Y., effective Nov. 1. The account executive will be Marshall Murphy. Mogul, Williams & Saylor, N. Y., has been the advertiser's agency.

▪ White King Soap Co., Los Angeles, appoints Donahue & Coe, that city, as advertising agency for two of the company's products, White King Jet Starch and White King Soft 'N Fluff. The account will be handled by the agency's grocery products group under the super-

them into their schedules. He urged the use of fewer spots, taking the position that lumping of large numbers of spots may reduce the proportionate value of any given commercial to an advertiser.

"Advertisers will be able to utilize large international radio and tv audiences in the not too distant future," he predicted, referring to the "shrinking world" and population growths. He said the U. S. is expected to grow perhaps 300 million within 40 years and the world population will grow to perhaps 5.5 billion in the next 50 years.

With continued pressures to break down international barriers, he said, Coca Cola might want to reach 2 billion people instead of 20 to 30 million radio homes with its programs. He added that Colgate might buy 1 to 2 billion people. With these potentials in the international marketing picture, development of commercial radio in South Africa and growth of commercial tv in South America, he said there "is certain to be heavy growth in the use of worldwide broadcasting." He estimated the total audience for Princess Margaret's royal wedding in Great Britain at 300 million people.

vision of James M. Loughran, vp.

Bowling rolls on with local radio advertising

The nation's bowling lanes are turning to radio as a prime advertising medium, but radio's revenue from this source can be increased, Radio Advertising Bureau declares.

In 1960, more than 25 million Americans will spend an estimated $450 million on the sport of bowling, or approximately 22 times the amount paid to watch major league baseball, RAB points out. With some four out of 10 stations reporting bowling lanes as local sponsors, according to a recent RAB survey, the bureau has prepared a presentation that relates case histories, promotion ideas and advertising copy techniques which "demonstrate radio's unique effectiveness for bowling operators and equipment makers."

Radio success stories involving more than 30 lanes comprise the second half of RAB's new study. Among the examples: One lane, which stays open 24 hours a day, doubled its business in two years by running seven 30-second announcements every post-midnight for the last 18 months. In a midwest market, five independent lanes co-sponsor a daily, five-minute bowling news show.

Business briefly . . .

Quaker City Chocolate and Confectionery Co., Philadelphia, will spearhead what it describes as the "heaviest sales drive in its history" this fall with buys on "20 of the most powerful television stations in the country." The campaign for Good & Plenty candies is geared to reach 65 million candy customers each week, according to Quaker City's President Lester Rosskam Jr. "Choo-Choo Charlie" will star in the tv commercials—he is a smiling moppet with two obsessions: railroading and Good & Plenty candy. The campaign will be handled through Quaker City's agency, Adrian Bauer & Alan Tripp Inc., Philadelphia.

The American Dairy Assn. plans to spend about $3,734,000 on 1961 consumer advertising, while continuing in network tv. On the basis of recommendations approved by its board in San Antonio last month, the organization is expected to spend about $500,000 on participations in *The Dave Garroway Today Show* and reportedly will also study re-entry into nighttime network tv. Also tabbed is another $266,000 for trade and public relations advertising out of an over-all association budget of $6.2 million.

Citroen Cars Corp., N. Y., U. S. sales subsidiary of S. A. Andre Citroen, Paris, purchased a spot radio advertising schedule for election night, Nov. 8, over the full QXR Network. The one-minute spots will be aired four times that night, starting at 7:05 p.m. The schedule is a highlight of the advertiser's current three-month campaign on the 19-station network (Oct. 1-Jan. 1, 1961). Agency: Shevlo Inc., N. Y.

Elgin National Watch Co., Elgin, Ill.; **Electric Auto-Lite Co.,** Toledo, Ohio; **American Luggage Works Inc.,** Warren, R. I.; **Berkshire Knitting Mills,** Reading, Pa., and **Retail Clerks International Assn.,** N. Y., have signed sponsorship of NBC-TV's *Dave's Place,* a full-hour special variety show starring Dave Garroway on Nov. 18 (Fri. 9-10 p.m. EST). Agencies: Elgin (J. Walter Thompson); Auto-Lite (Grant); American Luggage (John C. Dowd); Berkshire (Ogilvy, Benson & Mather), and Retail Clerks (The Leonard Shane Agency).

General Foods Corp., N. Y. (Instant Yuban coffee) continues to increase spot tv for introductory areas. Coffee now is being introduced in key midwest and southern markets and Dallas in the Southwest. Product was introduced 15 months ago in California, central Ohio and parts of New York State. With tv goes door-to-door sampling. Agency: Benton & Bowles, N. Y.

Pepsi-Cola Bottlers in West Virginia, Maryland and Pennsylvania will sponsor on a 31-radio station network a total of 38 West Virginia U. football and basketball games—in full or in part—during the 1960-61 season. In keeping with the name of the athletic teams, the station lineup is dubbed the "Mountaineer Network." Thirteen of the 15 participating bottlers are from West Virginia. Agency: BBDO, N. Y.

Corn Products Co., Best Foods Div., N. Y., will launch a spot television campaign over outlets in New England and the New York, Los Angeles and Chicago metropolitan areas on Oct. 30 to introduce a new product, Mazola margarine, which provides nutritional benefits of liquid corn oil. The company plans to expand its advertising program as distribution of the product widens. Agency: Lennen & Newell, N. Y.

Crest holds onto its ADA recognition

RESOLUTION TO RESCIND 'ENDORSEMENT' DEFEATED

For a while last week it looked as if Procter & Gamble would have to change its Crest slogan to read "Look, ma, no American Dental Assn. recognition."

But the threat disappeared when the ADA meeting Oct. 17-20 in Los Angeles, rejected a resolution to resind the so-called endorsement of Crest by the ADA Council on Dental Therapeutics (BROADCASTING, Aug. 8).

The resolution, introduced by the Connecticut State Dental Asso., did not attack the recognition of Crest's decay preventing properties. The complaint was with the way that recognition was announced, which led to virtually universal reporting that ADA had "endorsed" Crest. Actually the Council on Therapeutics had classed it in Group B, comprising products which "lack sufficient evidence to justify present acceptance . . . but offer reasonable evidence of usefulness and safety. They usually are undergoing further clinical dental trials to clarify final status. Group B does not suggest inferiority but is rather a method for early valuation."

The Connecticut representatives in the House of Delegates, ADA's legislative and governing body, argued that the widespread use of words like "endorsement" and "approval" of Crest had "resulted in confusion and loss of prestige to the dental profession." As one of the Connecticut delegates put it, "Once a statement like the one issued by the council gets into the hands of the Madison Ave. crowd it will be perfectly

written to say what they want it to say."

Proponents of the resolution also disapproved of the publication of the council action on Crest in the journal of the ADA without any advance notice to the association's members. And they objected to the council's permitting P&G to mail the ADA news releases to dentists, so that they received "various forms of advertising along with the release." The council explained that P&G's offer to buy reprints and mail them to the dentists was accepted because it saved the association between $7,000 and $9,000.

As to the wording of newspaper stories, the council pointed out that its own announcement did not include the words "endorsement" or "approval" and that it had no control over the semantics employed by others. "The council evaluates or classifies a product; it does not enter into the promotion of a product."

The debate raged for several hours. When it was over and the time came to vote, the ADA House of Delegates, by a vote of 279 to 94, decisively upheld the action of the council on Crest and defeated the resolution to rescind it.

The dentists also charged advertising with contributing to the spread of periodontal (gum) disease, which they called the major cause of the loss of adult teeth. "Over the years," said Dr. Samuel Goldhaber, captain in the dental corps of the U. S. Navy, "the constant ballyhoo of advertising has had the unfortunate effect of focusing the dental attention of the public entirely and exclusively on caries (decay). And it has constantly offered the panacea of the miracle drug. The fantastic claims encourage neglect and inadequate hygiene and invite periodontal disease."

Dentists have been trying to tell their patients about the disease, Dr. Goldhaber said, but "the voice of the dentist has been all but drowned out by the daily flood of misinformation in advertising."

SRA eliminates some timebuying paperwork

NEW CONTRACT ALSO IS CONFIRMATION-OF-ORDER FORM

A big step toward clearing up the paper jungle surrounding the buying of spot television and radio time is being announced today (Oct. 24) by Station Representatives Assn.

Described as "a major breakthrough," the advance consists of new contract forms which also serve as confirmation-of-order forms, and new contract-modification forms which similarly serve a dual purpose. They were developed in cooperation with the American Assn. of Advertising Agencies.

The big gain for agencies is not only in cutting the volume of papers to be passed back and forth, but in eliminating altogether the need for agencies to type up contracts. Typing will be done by station representatives under the new system. "This," AAAA said in a notice to member agencies, "should save thousands of hours of clerical work for all concerned . . . and reduce . . . errors."

Easier Buying ▪ The big gain for stations and their reps, in addition to reducing paper work, will be in making it easier for agencies to buy spot time.

Seven SRA member organizations will start using the new forms on Nov. 1. SRA said a number of other members plan to change over as soon as they can re-gear to the new system. It is SRA's hope that all reps, whether SRA members or not, will adopt the new forms. AAAA's announcement suggested that agencies "may well wish to encourage representatives with whom you deal" to do so. SRA has set up a central printing supply source.

SRA officials pointed out that under current procedures reps submit availabilities, the agency makes its purchase and confirms by letter or telephone, the rep fills out and submits a confirmation of order, and the agency in time fills out and returns a contract. Under the new system, the order confirmation, when signed by the agency, becomes a contract.

Step-Saver ▪ "Sometimes business is placed and is on and off the air and has been billed before the signed contract for it is issued under the old system," SRA Managing Director Lawrence Webb explained. "The new system makes it much simpler by reducing the paper work and eliminating the time-consuming part of it so far as the agency is concerned."

The simplified forms represent a revision of those recommended by SRA in 1958. The revision is designed to overcome drawbacks which kept the 1958 forms from gaining wide acceptance among representatives.

The new forms will carry the masthead of the individual representation firm issuing the contract. AAAA standard contract conditions for spot broadcasting will be carried on the back.

The new forms were developed by a special SRA committee headed by Jones Scovern of Peters, Griffin, Woodward.

First Users ▪ Sample copies have been distributed by AAAA to its members along with a bulletin explaining their use. Representation firms, whether SRA members or not, may secure details concerning supply and use of the forms by contacting SRA, 366 Madison Ave., New York 17.

Network television gross time billings

Source: TvB/LNA-BAR

	AUGUST			JANUARY-AUGUST		
	1959	1960	% Change	1959	1960	% Change
ABC-TV	$ 8,205,520	$11,366,100	+38.5	$ 78,019,560	$100,846,330	+29.3
CBS-TV	21,137,261	21,442,482	+ 1.5	174,154,590	183,229,196	+ 5.2
NBC-TV	17,298,527	18,067,503	+ 4.4	150,662,789	158,865,358	+ 5.4
TOTAL	$46,641,308	$50,882,085	+ 9.1	$402,836,885	$442,940,884	+10.0

MONTH BY MONTH 1960

	ABC-TV	CBS-TV	NBC-TV	TOTAL
January	$13,260,010	$23,477,358	$20,980,897	$57,718,265
February	12,677,110	22,977,171	19,923,712	55,577,993
March	13,487,460	24,043,799	21,072,164	58,603,423
April	12,701,240	22,580,032	20,642,038	55,923,310
May	12,876,050	23,209,917	19,414,264	55,500,231
*June	11,948,700	22,049,440	18,959,323	52,957,463
*July	12,529,660	23,442,997	19,805,457	55,778,114
August	11,366,100	21,448,482	18,067,503	50,882,085

* June and July 1960 figures revised as of September 29, 1960

NETWORK TELEVISION GROSS TIME BILLINGS
by
DAY PARTS

	AUGUST			JANUARY-AUGUST		
	1959	1960	% Change	1959	1969	% Change
Daytime	$14,151,463	$15,288,154	+ 8.0	$132,436,324	$131,528,244	— 0.7
Mon.-Fri.	11,990,307	13,318,998	+11.1	113,495,980	109,560,448	— 3.5
Sat.-Sun.	2,161,156	1,969,156	— 8.9	18,940,344	21,967,796	+16.0
Nighttime	32,489,845	35,593,931	+ 9.6	270,400,561	311,412,640	+15.2
TOTAL	$46,641,308	$50,882,085	+ 9.1	$402,836,885	$442,940,884	+10.0

PROGRAMATIC® eliminates these hazards for 71 Broadcasters

SCRIPTS?
Hard to write—easy to lose

LIVE COMMERCIALS?
Fluffed any lately?

LPs?
Grooves skip—pickups bang

ETs?
Hard to handle —easy to scratch

SWITCHES?
Sometimes it's the wrong one

FADERS?
Too fast? Too soon?

V.U.?
Gotta watch it all the time

TURNTABLES?
Rumble—fumble—bumble

MICROPHONES?
Adjust—adjust—adjust

PROGRAMATIC takes these headaches out—puts the profits in

How Programatic's *"sound of success" can work for you!*

Programatic is practical automation come to radio.

Programatic gives you superior adult music programming.

Programatic is available—exclusively—one station per market.

See it! Hear it! Profit from it! Programatic will be at all the NAB Regional Meetings.

PROGRAMATIC BROADCASTING SYSTEM, DEPT. A

229 Park Avenue South, New York 3, N. Y.

I am interested in Programatic, exclusive for my market. Give me the facts—fast.

NAME.....

STATION.....

CITY.....STATE.....

How Sandran stretches a tv one-shot

ELABORATE TIE-INS PROLONG EFFECTS OF SPECIAL SPONSORSHIP

No politician is running any harder than Sandran this fall. The floor-covering campaign has been underway since political convention time last summer, an intensive push to put Sandran not necesarily in the White House but in a winning plurality of voters' homes. The months of work all lead up to one night's commercials in NBC-TV's coverage of election returns Nov. 8.

This is how the Sandura Co. of Jenkintown, Pa., insures a network buy, making a special-event sponsorship work for weeks before and after the commercial.

The technique for making the network dollar count was developed some years ago by Sandura President J. Stokes Clement and had its most spectacular results so far after the CBS-TV Olympics coverage last summer. That one is still proving a sales winner, with the special Sandran "Olympia" pattern continuing to move out of stores at a steady rate. (Many stores doubled and tripled sales after this promotion.)

It's show business all down the marketing line, and Sandura doesn't buy tv unless it's merchandisable with plenty of opportunity to motivate managers, distributors and retailers before the consumer ever gets the tv message, according to Carroll F. Jacobs, Sandura's marketing assistant to the president.

Pistol-Packing Sales ▪ Olympic sponsorship was built on the "1960 Floor Covering Decathlon," an event in which Sandran was to win first place. Distributor sales kits were loaded with athletic starter pistols (to open the store sales call), samples of nine color versions of the Olympia pattern, ribboned gold medals to decorate the store owner on closing the sale, all kinds of point-of-purchase cards, placards, pennants and streamers hitting the Decathlon points ("best" in the ink test, wear test, stain, lye, dirt, beauty, color, lemon, care and grease tests) and telling the world that the store and Sandran were bringing the Olympics from Rome to the U. S. home. The retailer also was provided with local advertising materials, network coverage map, copies of Sandran's floor-trade advertising and tune-in ads by CBS-TV.

Prior to this, intensive sales briefings went on, ranging from factory to distributor to store. There was an incentive contest for distributors and another for retailers. Distributors got a per-roll bounty on sales and the store people competed for a $500 cash prize by monitoring commercials. Working from advance scripts, they had to tune the message to fill in a line missing from the printed copy and add a 25-word essay.

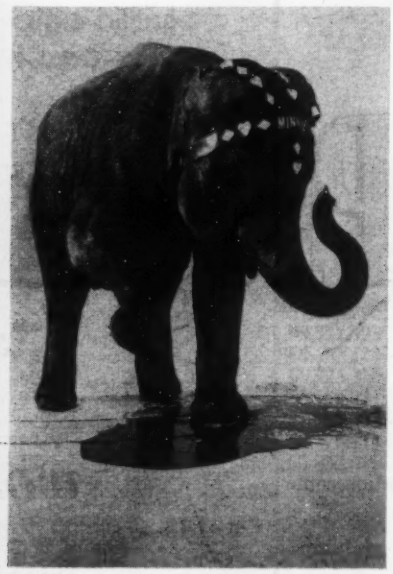
The detailed Decathlon strategy beat just about anything Sandran has ever done in a career of heavy promoting, Samuel D. Pollock, director of advertising, said. The criterion: displays went up in windows and on floors of nearly 10,000 dealers, and Olympia is still leading the sales parade.

On to Washington ▪ This is the sort of thing Sandura likes to do several times a year to "re-enthuse" the dealers. Now Olympic displays have long since given way to "Presidential" hoopla on the retail floor.

Before starting calls for this promotion last summer, distributors got a supply of sales materials that would give pause to any but the most ardent ward-heeler.

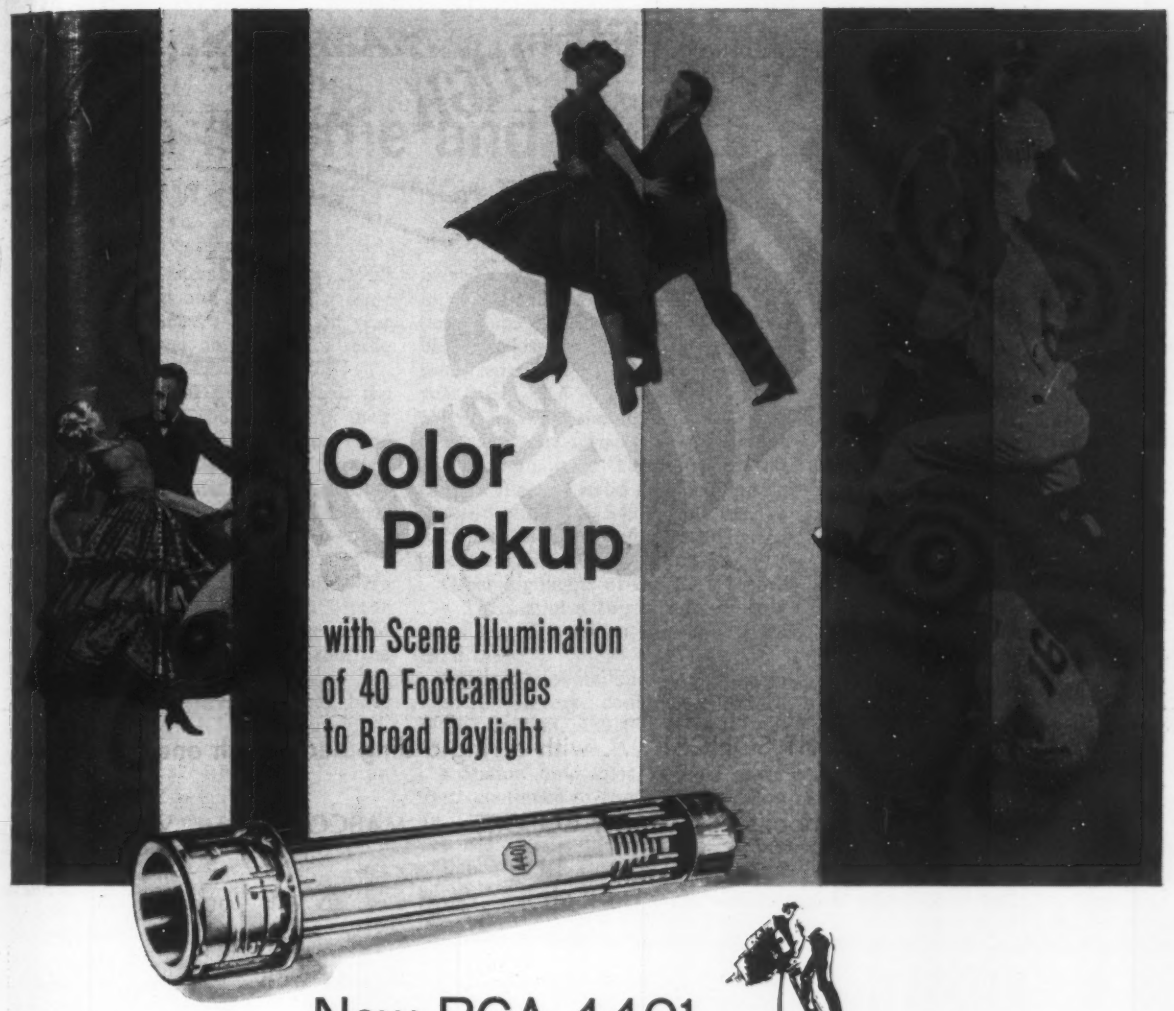
The grass roots work is over now. After all the dedicated bush-beating, it's left to television to get out the Sandran vote after the commercials Nov. 8. Sandura and its agency, Hicks & Greist, are certain they've hammered out a winning platform.

Then Sandura will be shopping the networks for something new to hurrah about in 1961.



Soon after party conventions, distributor Bill Calhoun calls on Howard Smith, partner in the Liberty Carpet Exchange, Ozone Park, N. Y., with "Presidential" patterns and his television sales kit (left photo). He explains the NBC-TV election schedule and what it will mean to sales. By spiel's end, the store is full of cards, picket signs, pennants, banners, streamers and buttons.

Meanwhile Minnie (c), is put through her paces by her trainer in a New York film studio where agency Hicks & Greist is supervising the Nov. 8 network commercials. Elephants, in election years and out, are frequent demonstrators of Sandran durability on television, live and animated, and in street stunts by hometown stores. Of course, another party (right) enters the commercial set to compound the mess with a roller. The animals are working on the new Monticello pattern from Sandran's "Presidential" series of new special-occasion designs. The commercials will be seen during NBC-TV's elections coverage.



New RCA-4401 Image Orthicon

High sensitivity and high signal output of RCA-4401 make possible quality color pictures at black-and-white light levels.

Now every TV studio can be made into a color studio. RCA-4401 eliminates the need for extra lighting and air conditioning. It produces high-quality color pictures with a scene illumination of 150 footcandles. Satisfactory color pictures can be obtained with a lens opening of f/5.6 at scene illumination as low as 40 footcandles.

A single color camera equipped with RCA-4401's can put you in business. It can be used in the studio or taken to remote locations and operated as light levels change from daylight through dusk to artificial lighting. These versatile tubes have been successfully used to colorcast night sports events at light levels once adequate for black-and-white pickup only.

Designed to fit color cameras using 3-inch image orthicons, the 4401 is unilaterally interchangeable with RCA types 6474 or 7513. RCA-4401's are provided in factory-matched sets of three, including one tube preselected for the blue channel. Availability is no problem; the RCA-4401 is in full production.

Get in touch with your RCA Broadcast Tube Distributor today for more details on how RCA-4401 can broaden your colorcasting capability—and cut costs at the same time. *RCA Electron Tube Division, Harrison, N. J.*

RCA

The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA

RING-A-DING RADIO!

CENTER HIGH SCHOOL TEAM

TEAM

GO-GO-GO Bearcats!

ROUND BALL

HIGH SCHOOL FIGHT SONGS! . . . with a ring-a-ding beat! Each one customized with your high school's NAME . . . COLORS . . . MASCOT . . . etc. When the kids hear these, their ears perk up . . . and . . . so will your ratings! . . . Each and every high school in your area with its own short, original theme!!! And only on YOUR station!!! The kids dig these like Kookie digs combs! And so will you . . . when you find out the price like.

FOOT BALL

PAMS

PRODUCTIONS OF DALLAS

3123 KNOX ST., DALLAS 5, TEXAS • PHONE LA 6-7721

Radio income and profits show gains

BUT NETWORKS AGAIN SHOW DROP; 1,174 STATIONS OPERATE IN RED

Radio broadcasters had a cheery 1959 in both revenues and profit.

The only sadness in that bright year were the revenues and profits of radio networks. Both went down again.

Moving upwards by 7.1% over the previous year, the four networks, their 19 owned and operated stations and 3,509 independently owned stations took in total revenues of $560 million.

Better still, net profits before federal income taxes rose 13.7% to $42.4 million.

In 1958, radio's overall revenues were $523.1 million, up only a bare 1% over 1957. Profits in that year reached a sad $37.3 million, a 31.7% drop from the 1957 figures.

Total 1959 broadcast revenues, both radio and tv, hit $1.7 billion, up 11% over 1958. Total profits before federal taxes reached $264.7 million — up 26.5% over 1958.

These figures were reported last week by the FCC. Details of the television industry's financial state in 1959 were announced two months ago (BROADCASTING, Sept. 5).

The radio networks, including their owned stations, suffered a 6.4% drop in total revenues in 1959—$60.4 million compared to $64.5 million in 1958. Network losses continued in 1959, but were less than in 1958. Losses last year were $4.5 million, compared to 1958's $4.9 million.

Non-network-owned stations continued to boom along. The 3,509 am, am-fm and fm-only radio stations reported total revenues of $499.6 million, up 9.3% over 1958. Profits for this group reached $46.9 million, up 11.9%.

Other highlights of the FC's report:

- The sale of network radio time declined to $35.6 million, or 23.4% below 1958 sales.
- The sale of station time to national spot advertisers continued upward; $188.1 million, a 9.4% increase over 1958.
- Station time sales to local advertisers continued to rise; $359.1 million, up 11.1%.
- Almost one-third of the 3,380 am stations that reported showed an operational loss in 1959. The exact number reporting a loss was 1,174—34.7% of all stations. In 1958, 34.6% of the am stations reported operational losses.
- There were 3,248 am stations operating for the full 1959 year, and 2,174 reported profitable operations. The median profit of these stations was $10,300 compared to 1958's median profit of $10,600 for stations operating for the full year. The median loss for the 1,074 full year stations reporting a loss in 1959 was $7,200 compared to a median loss of $7,500 in 1958 for those stations operating for the full year then.
- Average per station revenues of the 3,248 stations operating full year was $161,034 and profit before federal tax $16,833.
- Total revenues of 148 independent fm stations (those not operated in conjunction with am) were $4.3 million; total losses were set at $1.6 million. Fm stations operated by am licensees reported fm revenues from 153 stations $1.4 million. The other 361 fm stations, all connected with am operations, reported no specific fm revenue.

The table of revenues, expenses and profits for the more than 200 individual markets is on page 109.

The total 1959 broadcasting report and radio's part of it

BROADCAST REVENUES, EXPENSES AND INCOME OF NETWORKS AND STATIONS OF RADIO[1] AND TELEVISION BROADCAST SERVICES
1958-1959
($ millions)

Service	1959	1958	Percent increase or (decrease) in 1959
	Total broadcast revenues		
Radio	$ 560.0	$ 523.1	7.1
Television	1,163.9	1.030.0	13.0
Industry total	$1,723.9	$1,553.1	11.0
	Total broadcast expenses		
Radio	$ 517.6	$ 485.8	6.5
Television	941.6	858.1	9.7
Industry total	$1,459.2	$1,343.9	8.6
	Broadcast income (before federal income tax)		
Radio	$ 42.4	$ 37.3	13.7
Television	222.3	117.9	29.3
Industry total	$ 264.7	$ 209.2	26.5

[1] Incudes am and fm broadcasting.

NOTE: 1959 radio data cover the operations of 4 nationwide networks, 3,380 am and am-fm and 148 independent fm stations. Excluded are 38 am and am-fm stations and 9 independent fm stations whose reports were filed too late for tabulation. 1958 data are for 4 nationwide networks, 3 regional networks, 3,197 am and am-fm and 93 independent fm stations. 1959 tv data cover the operations of 3 networks and 519 stations. 1958 tv data cover the operations of 3 networks and 514 stations.

BROADCAST REVENUES, EXPENSES, AND INCOME OF RADIO BROADCAST SERVICES
1958-1959
($ millions)

Item	1959	1958	Percent increase or (decrease) 1959
	Total broadcast revenues		
4 nationwide networks (including owned and operated stations)[1]	$ 60.4	$ 64.5	(6.4)
Other radio stations[2]	499.6	457.2	9.3
Total	$560.0	$521.7	7.3
	Total broadcast expenses		
4 nationwide networks (including owned and operated stations)[1]	$ 64.9	$ 69.4	(6.5)
Other radio stations[2]	452.7	415.3	9.0
Total	$517.6	$484.7	6.8
	Broadcast income (before federal income tax)		
4 nationwide networks (including owned and operated stations)[1]	($ 4.5)	($ 4.9)	.....
Other radio stations[2]	46.9	41.9	11.9
Total	$42.4	$37.0	14.6

[1] 1958 and 1959 data cover the operations of the four nationwide networks and their 19 owned and operated stations.

[2] Includes 3,271 am, am-fm and independent fm stations in 1958 and 3,509 in 1959.

Outstanding Values in Broadcast Properties

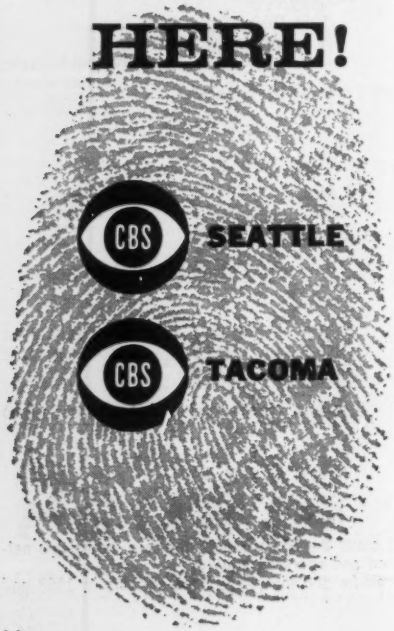
This single-station market daytimer is a real money maker with a fine 5 year record. $42,500 down. Balance will be easily payable out of earnings.	EAST $145,000
Good full time 250 watt facility. Has a good earning record in a smaller metropolitan market, and is a real sleeper. A Blackburn exclusive.	SOUTH $150,000
Profitable daytimer near a large metropolitan market. Ideal for owner-operator. $45,000 down and balance on liberal terms. A Blackburn exclusive.	CENTRAL $185,000

BLACKBURN *& Company, Inc.*

RADIO • TV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.	MIDWEST	ATLANTA	WEST COAST
James W. Blackburn	H. W. Cassill	Clifford B. Marshall	Colin M. Selph
Jack V. Harvey	William B. Ryan	Stanley Whitaker	Calif. Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Ave.	Robert M. Baird	9441 Wilshire Blvd.
Washington Building	Chicago, Illinois	Healey Building	Beverly Hills, Calif.
STerling 3-4341	Financial 6-6460	JAckson 5-1576	CRestview 4-2770

PUT YOUR FINGER HERE!



A MARKET BIGGER THAN MILWAUKEE
... bigger than Baltimore and Toledo combined

Before you buy *any* television time in the rich and growing Pacific Northwest, ask your WEED TELEVISION man for the complete story about the prosperous Puget Sound Market and how KTNT-TV blankets this area of 1½ million people ... this area of $3 billion in Spendable Income.

KTNT TV CHANNEL 11
CBS Television for Seattle, Tacoma and the Puget Sound Area

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week, subject to FCC approval:*

▪ KGMS Sacramento, Calif.: Contract signed for sale of station by A. C. Morici to A. J. Krisick, Ted Wolf and Judd Sturtevant for $650,000 (BROADCASTING, Oct. 17). Messrs. Krisick, Wolf and Sturtevant own KFIV Modesto and KFAX San Francisco, both California, and KAGO Klamath Falls, Ore. Station is 1 kw on 1380 kc. Broker was Edwin Tornberg & Co.

▪ KIMN Denver, Colo.: Sold by Cecil Heftel to Kenneth E. Palmer, Bob Donnor Jr. and John Hunter for $402,000 exclusive of real estate, plus $205,000 for other considerations including a covenant with Mr. Heftel not to compete in the Denver area for seven years. Mr. Palmer was general manager of the Intermountain Network's Denver office and more recently president of KYSN Colorado Springs, Colo., which has been sold. Mr. Palmer will be general managre of KIMN under the new ownership. Mr. Hunter formerly owned KOWB Laramie, Wyo. KIMN, which got into trouble earlier this year with the FCC when one of its disc jockeys used language and sound effects a little strong for home consumption, operates on 950 kc with 5 kw. It is affiliated with MBS. Broker was Edwin Tornberg & Co.

▪ KMGM Albuquerque, N. M.: Sold by T. I. Moseley to Holiday Broadcasters for $200,000. Holiday Broadcasters is a partnership composed of I. E. Shahan, owner of KNDE Azetec, N. M., and Victor B. Siman, present manager of KMGM. Station is a 1 kw daytimer on 730 kc. Broker was Hamilton-Landis & Assoc.

258 affiliates clear time for ABC's 'Flair'

Station clearances for ABC Radio's new *Flair* show, a 55-minute strip mixing short features with popular music (BROADCASTING, June 6 *et seq*), already have reached record proportions for a sustainer on that network, Robert R. Pauley, vice president in charge of ABC Radio, reported last week.

He said 258 of the network's 316 affiliates had cleared the program—a total which even in the sponsored category is topped only by occasional championship fights and the veteran *Breakfast Club* (currently on 267 stations). Clearances cover all top markets, Mr. Pauley said. In addition, he reported, a number of the uncommitted affiliates have indicated orally that they plan to clear.

The program, with Dick Van Dyke

as host and presenting other name talent in the short features, went on the air Oct. 3. It's fed to the network Mondays through Fridays at 1 p.m. and again at 2 p.m.; stations may carry it then or tape it for broadcast at any time during the afternoon. At ABC's request about 35 stations, including the network o&o's, are breaking it into five-minute segments which are dropped into their regular local programming, "making a whole afternoon of *Flair*."

The title "sustainer" is a little short of complete accuracy. *Flair* currently has one sponsor, Hudson Vitamin Products, which through Pace Adv., New York, is buying five minutes across the board.

NAEB STILL ON TARGET

As usual, speakers aim words at commerical tv programs

Commercial television and its program content were frequent targets for speakers at the National Assn. of Educational Broadcasters in San Francisco last week. The Oct. 18-21 meeting also heard FCC Commissioner Robert E. Lee suggest a new tv freeze to help get tv moved into the uhf band (see story page 72).

Dr. Edward Teller, professor of physics at the U. of California, drew the loudest applause when he said tv executives should pay less attention to listener ratings and more to what they think is good.

Sylvester (Pat) Weaver Jr., former NBC president who now is board chairman of McCann-Erickson Corp. (international), contended that "the problem of creativity stemmed from our collective immaturity." He said that the human mind now works at only one to two percent of its capacity and contended that people in broadcasting and advertising today need professional skills and knowledge "as much or more than the ability to be creative."

Mr. Weaver told the NAEB meeting that commercial television in the U. S. "is inexcusable and mediocre." At a news conference he indicated that this was the reason he left NBC and went into the international agency field. Questioned whether NBC had asked him him to leave the network, he answered "no."

Dr. Harry J. Skornia, NAEB president and who is retiring to teach at the U. of Illinois starting Nov. 1, called upon educational broadcasters to keep the channels open to new ideas. He said there is today "so little opportunity for these voices to be heard above the roar of the commercial mass media." He guessed that what is needed "will come from modest scholars, small groups, queer characters . . ."

Dr. Skornia said that NAEB, as the electronic voice of American education, "must dissent" and its members must have the "courage to disengage ourselves from prevailing opinion," popular or not.

Life and Tv Drama ▪ Tv author Rod Serling observed: "As each new tv season unfolds there seems to be less and less meaningful drama. If we have a singular function of pleasing people by walking a narrow path down the middle of the inoffensive road, then our present programming is adequate. While there is no doubt Elliot Ness, *My Little Margie* and, yes, even the outlandish oddballs who people a place called the *Twilight Zone* appeal to certain and sizeable groups, there is a minority who like their drama considerably more related to life. All three networks and agencies must retain their creative domain in programs and not let sponsors interfere."

Washington attorney Harry Plotkin said FCC should encourage network activities in the controversial area and it must also live up to its duty to protect the industry against undue pressure from Congress or other groups.

William G. Harley of the U. of Wisconsin, who opened the NAEB Washington office on Sept 1, will succeed Dr. Skornia as NAEB president Nov. 1. In turn, he will be replaced as NAEB Region III director by Richard Hall, Ohio State U. Mr. Hall also becomes a member of the NAEB board of directors and has been elected chairman.

Richard Heffner, director of special projects, CBS, New York, suggested that television critics should do a more positive job of promoting what is good rather than panning what is bad. Defending the columnists' position, Terrence O'Flaherty, *San Francisco Chronicle*, countered with the opinion that reviews have no effect on program producers anyway. Mr. Serling sympathized with the job of tv critics who face volumes and volumes of shows to be reviewed in contrast to the Broadway critics who have to see only a few shows a season.

WICC meets magic figure

On reaching a national spot billing goal of $50,000 a month, a magic figure decided upon about two years ago, WICC Bridgeport, Conn., last week volunteered to sign a new five-year, non-cancellable representative agreement with Adam Young Inc., New York. The goal, which was set by the WICC management and the Young organization, will be exceeded this month, according to Stephen A. Machcinski Jr., executive vice president, Adam Young Inc.

CONTINUING WITH THE

NAB

FALL CONFERENCES . . .

OCTOBER 24-25 (TODAY AND TOMORROW)

DENVER—DENVER HILTON

DeWitt (Judge) Landis, Dallas Office of Hamilton-Landis & Associates, Inc., and who handles the Southwest will be registered at the Denver Hilton on Sunday Evening, October 23 and will stay on through the Denver meeting. May we suggest that you give him a call and review the new listings. There might be some properties that you would be interested in purchasing.

OCTOBER 27-28 (THURSDAY AND FRIDAY)

OMAHA—FONTENELLE HOTEL

Richard A. "Dick" Shaheen, Chicago Office will register in at Omaha's Hotel Fontenelle on Wednesday Evening, October 26 and stay through the entire Regional Meeting of NAB. You might want to talk to him about the Midwestern VHF and other AM listings that he has with him. Give him a call and get together.

STATIONS FOR SALE

ONE OF MANY NEW LISTINGS—WEST

FULLTIME RADIO STATION IN ONE OF THE MOST BEAUTIFUL, FASTEST GROWING MARKETS IN THE WEST. CURRENTLY GROSSING $12,000.00 TO $14,000.00 MONTHLY AND CONSTANTLY INCREASING. A MONEY-MAKER THAT CAN BE PURCHASED FOR A TOTAL OF $300,000. WITH ATTRACTIVE TERMS. Please contact our San Francisco Office or the nearest office to you.

WASHINGTON, D. C.
1737 DE SALES ST., N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

DALLAS
1511 BRYAN ST.
RIVERSIDE 8-1175
DEWITT 'JUDGE' LANDIS
JOE A. OSWALD

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

SAN FRANCISCO
111 SUTTER ST.
EXBROOK 2-5671
JOHN F. HARDESTY

HAMILTON-LANDIS & ASSOC., INC.

NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
NEGOTIATIONS • APPRAISALS • FINANCING

FOOTNOTE TO A FRAUD

Perjury arrests begin in tv quiz investigation

A sad little band of one time television quiz winners surrendered last week on indictments charging them with perjury.

A year or two ago several of them were national celebrities. Last week they were accused of misdemeanors carrying maximum penalties, upon conviction, of a year's imprisonment and $500 fine.

At the head of the defendants was Charles Van Doren, whose confession a year ago killed the big-money quiz as a television staple. His testimony Nov. 2, 1959 before the House Oversight Subcommittee, ended the quiz era.

Sixteen quiz participants surrendered in the office of New York District Attorney Frank S. Hogan last week. They were indicted for second-degree perjury, accused of lying when they denied knowledge of quiz rigging during a New York grand jury investigation in 1958-59.

Others were expected to be arrested. The grand jury reportedly has returned more than 20 indictments (BROADCASTING, Oct. 10).

Long Investigation ▪ The arrests last week came 2½ years after District Attorney Hogan began investigating reports that tv quizzes were rigged.

In the summer of 1958 a contestant on *Dotto,* Edward Hilgemeier Jr., notified the FCC and the New York district attorney that cheating was going on. Other complaints followed. In the fall of that year Mr. Hogan began presenting witnesses to a grand jury. In all some 200 witnesses testified.

In August 1959, the grand jury minutes, then under lock and key by order of a judge, were turned over by petition to the House Legislative Oversight Subcommittee, which climaxed its case when Mr. Doren confessed that his 14 appearances on NBC-TV's *Twenty-One* were rigged. The Harris subcommittee heard 152 witnesses in 21 days.

On the basis of the testimony delivered in Washington, a new grand jury in New York this year took testimony from many of the same contestants the original jury had heard in 1958. This testimony convinced Mr. Hogan that some contestants had lied to the first grand jury.

Several of the top money winners when quiz programs were at their peak were arrested last week. Among them were Elfrida Von Nardoff, Mr. Van Doren, Mrs. Vivienne Nearing, Hank Bloomgarden and David Mayer.

All defendants were paroled last week. Cases have been set for pleading except that of Morton Harelik, a salesman who won $500 on *Tic Tac Dough* and pleaded not guilty. His trial was set for Nov. 3.

The grand jury that charged the defendants was to expire Oct. 28 but its life may be extended to permit further probe into perjury, subornation of perjury and conspiracy to obstruct justice. An unconfirmed report was that names of prominent lawyers had been mentioned in the grand jury's investigation of subornation of perjury (urging a witness to testify falsely).

The Defendants ▪ The list of contestants who surrendered last week:

Charles Van Doren, 34, former NBC-TV personality, winner of $129,000 on *Twenty-One* and later a $50,000-a-year NBC performer (fired after his confession); Elfrida Von Nardoff, 35, winner of $220,500 on *Twenty-One;* Hank Bloomgarden, 31, winner of $98,000 on *Twenty-One;* Mrs. Vivienne Nearing, 35, winner of $5,500 on *Twenty-One;* Paul Bain, 43, winner of $2,500 on *Twenty-One;* Mrs. Henrietta Dudley, 51, winner of $4,100 on *Tic Tac Dough;* Richard Klein, 41, winner of $1,000 on *Twenty-One* and $2,000 on *Tic Tac Dough;* David Mayer, 39, winner of $47,500 on *Twenty-One;* Ruth Miller, 50, winner of $2,500 on *Twenty-One;* Joseph Rosner, 46, winner of $1,700 on *Tic Tac Dough;* Mrs. Patricia Sullivan, 37, winner of $14,300 on *Tic Tac Dough;* Dr. Michael Truppin, 34, winner of $13,000 on *Tic Tac Dough;* Morton Harelik, 37, salesman, winner of $500 on *Tic Tac Dough;* Timothy Horan, 39, winner of $4,800 in *Tic Tac Dough.* Mrs. Patricia Nance, winner of $5,800 on *Tic Tac Dough;* Mrs. Ruth Klein winner of $2,200 on *Tic Tac Dough.*

Most famous of the quiz winners, Charles Van Doren, was arraigned along with a dozen others by a New York grand jury that charged perjury by contestants. Offense carries $500 maximum fine and one-year in prison.

Three feminine quiz winners were among group held by grand jury. Here they are being booked in a New York police station. L to r: Ruth Miller, New York **(Twenty-One);** Mrs. Patricia Sullivan, White Plains, N. Y. **(Tic Tac Dough);** Elfrida Von Nardoff, New York **(Twenty-One).** Miss Von Nardoff was the biggest winner of those booked, getting a $220,500 prize for appearing to sweat out answers to questions during the program.

Oh, boy! — my Pulse says 45% MORE WIMMIN!

Yes, the latest 55-county Pulse Area Report (March 1-28, 1960) again proves WDAY Radio to be the most-listened-to station in, around, or near Fargo!

45% more women! Monday thru Friday, WDAY Radio has 166,400 women listeners!

67% more men, too (though we really don't care nearly so much about *them*)! WDAY Radio has 114,660 men listeners!

But don't think there's anything unique about this situation. It's been going on for years and years and years. *Ask PGW for all the facts!*

WDAY

FARGO, N. D.

NBC • 5000 WATTS
970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

POLITICS TROUBLE NAB MEET

Yarborough letter seeking reports of complaints baffles broadcasters at San Francisco conference

Troubles on the political scene confronted several hundred broadcasters who last week at two fall conferences—Dallas (Tue.-Wed.) and San Francisco (Thurs.-Fri.).

With three of the eight autumn meetings out of the way, the NAB headquarters squadron moves to Denver today (Oct. 24) and Omaha (Oct. 27) for the fourth and fifth two-day conferences.

Receipt of Yarborough "Watchdog Subcommittee" letters calling on stations to submit reports of complaints about political partiality came up as the San Francisco meeting opened Thursday. The letters had been mailed Oct. 25.

Vincent T. Wasilewski, NAB vice president for government affairs, said he was baffled at the contents of the letters, adding that NAB has asked Sen. Yarborough (D-Tex.) for an early conference (see political story page 29).

The political discussion at Dallas was held prior to receipt of the Yarborough request. After the conference Mr. Wasilewski met with G. Richard Shafto, WIS-AM-TV Columbia, S. C., member of the NAB three-man policy committee. They contacted Clair R. McCollough, Steinman Stations, who heads the policy group.

Both conferences covered a range of station operating problems, following the format of the opening conference in Atlanta (BROADCASTING, Oct. 24). A tribute was paid the late Alex Keese, WFAA-AM-TV Dallas, at the Dallas meeting (see photo). At the Oct. 25 luncheon, W. D. Rogers, KDUB-AM-TV Lubbock, Tex., NAB Tv Board chairman, called for a moment of silence as a gesture of respect to Mr. Keese and the late NAB President Harold E. Fellows.

Robert J. McAndrews, KBIG Avalon, Calif., an NAB board member, urged radio broadcasters at the Dallas meeting to sell advertising itself on a cooperative, organized basis as in Rockford, Ill., and Medford, Ore. (BROADCASTING, Oct. 17). He said they should sell their market in cooperation with other media, with radio and tv stations combining in their promotion.

He pointed to advantages of promotion by a medium, as in the case of NAB, Radio Advertising Bureau and the San Francisco radio station group, recalling achievements of Southern California Broadcasters Assn. in the last two decades.

Having taken these steps, he said, broadcasters should "get disorganized" and sell their own stations by creating and promoting individuality.

Radio and television play important roles in meeting the needs of society for current information, Prof. Charles M. Hulten, chairman of the U. of California journalism school, said.

"First is the job of watching the horizon, of keeping people informed about what is going on around them," he said. "Tension is reduced if people can be reasonably sure their need to know is being met. The evidence is that radio, particularly, is the medium they look to for this tension-reducing resource. This means simply that people look to radio as the place they can get the facts they need to make up their minds on issues, candidates and the like.

"The second social function of news is called the counseling function, helping people get the facts they need to make up their minds on issues, candidates and the like. Here, I would think, television plays an especially important role. Tv seems to have gotten more people interested in politics, and in voting. Tv undoubtedly has dominated the scheduling and staging of national conventions. Tv, at least potentially, can help understand the complex issues of our times—water, school needs, Castro's Cuba, the race for space—more clearly than non-visual media. The 'Great Debates' now going on may have incalculable impact on our presidential elections.

"People are looking to you for help. Your role will be accepted, your rights assured, if you meet this need. I have seen some excellent local programming in the public affairs field during the past year, and I hope this will continue."

Industry tribute to Alex Keese

A memorial plaque awarded the late Alex Keese, WFAA-AM-TV Dallas executive and former NAB director, was presented to his widow at the NAB Fall Conference Oct. 19. The plaque cited Mr. Keese's service to fellow broadcasters, his NAB committee and board assignments, his nobility of purpose and loyalty to his profession. L to r: W. D. Rogers, KDUB-AM-TV Lubbock, Tex., NAB tv board chairman; G. Richard Shafto, WIS-AM-TV Columbia, S. C., member of the NAB Policy Committee; Mrs. Keese, and A. Boyd Kelley, KRRV Sherman, Tex., member of the NAB Radio Board.

Bombs explode at KXTV (TV)

Two "bomb" incidents were reported last week at KXTV (TV) Sacramento, Calif., where announcers and technicians have been on strike since Sept. 26.

A policeman was said to have suffered hand injuries Oct. 15 when a small paper-wrapped object found in the car of a non-striking employe exploded as the policeman prepared to investigate it. The employe, John Katz, was quoted as saying he had found a similar object in his car two days earlier and that it blew up when he threw it out.

A sticker reading: "This payment is

A COOL EVENING WITH NAT KING COLE

guest star: DAVE KING

AN HOUR SPECTACULAR IN ALL MARKETS DIRECT FROM NOW AVAILABLE· ITS SENSATIONAL PREMIERE IN N. Y.

ABC Films happily offers, for immediate showings, the most talked about musical spectacular of the summer. Seen by millions of New Yorkers when presented by Rheingold Beer over Channel 4 (N.B.C.) from 8:30 to 9:30 P.M. Tuesday, August 9th, the show won the enthusiastic praise of audience and critics—AND of delighted officials of Rheingold who quickly rescheduled the program for a second showing on September 18, 10:30 to 11:30 P.M. (same station).

WHAT THE CRITICS SAID:

VARIETY:
"... a tour de force ... the show was excellent ... one of the better song exhibits of the summer."

NEW YORK TIMES:
"The soothing musical technique of Nat King Cole brightened a one-hour telecast over channel 4 last night ... a joy to hear."

NEW YORK DAILY NEWS:
"... a musical treat ... something to shout about."

THE RATING STORY:

"A Cool Evening with Nat King Cole" topped *all* competition with an impressive 38.3% of the audience!

"A Cool Evening with Nat King Cole" drew an average 20.9 rating over the entire hour, compared with average ratings of its network competition of 14.0 and 7.9!

"A Cool Evening with Nat King Cole" more than doubled the average rating of 8.0 the previous week's Channel 4 show drew. This means an increase of 161.3%!

"A Cool Evening with Nat King Cole", in its second New York showing, won an astonishing 18.4 average hour rating plus a fabulous 35.2 average hour share of the audience!!!

ALREADY SOLD IN OVER FIFTY MARKETS!

For complete information see your ABC Films Sales Rep or call:

ABC FILMS INC.
1501 Broadway • New York 36, N. Y.
Telephone LA 4-5050

Our Altruism Backfired

Our stations were 100% successful in selling coverage of both political conventions in every Corinthian market.

We fielded a 14-man team—complementing CBS's superb national coverage—to achieve local and regional coverage, to tell an intensive story of our respective state delegations, and to view national events with local eyes. We did this with our eyes open, hardly daring to hope for extensive sponsorship, fully prepared to underwrite the expense in the interest of service. The fact that we didn't have to is a tribute to the enlightened local, regional and national sponsors who saw the prestige—and commercial—value of our local coverage.

Among the comments:

"Countless compliments attest that convention programs gave us a prestige vehicle for primarily institutional messages. We feel that other advertisers throughout the country should watch this sort of thing carefully and evaluate its possible future value to themselves."
—Texas National Bank (Agency: Goodwin-Dannenbaum) on KHOU-TV, Houston.

"Purchase of both conventions gave complete saturation of our market . . . KOTV spending lot of money and effort bringing local angle to our public. Excellent opportunity for advertising."
—Safeway Stores (Agency: Perry Ward Associates), co-sponsor with Conoco Gasoline (Benton & Bowles), on KOTV, Tulsa.

"Corinthian's convention coverage gave us saturation with dominance, intense audience interest—and lots of family audience per dollar."
—Bonsib, Inc., agency for meat packer Peter Eckrich & Son, on WANE-TV, Ft. Wayne.

"Through KXTV's locally oriented convention coverage with Shell's regular newscaster, Hank Thornley, people of Sacramento area will continue to associate Shell with important news presentation. This is an ideal combination of audience service and commercial impact."
—Shell Oil Co. (J. Walter Thompson, San Francisco) on KXTV, Sacramento.

* * *

It is heartening to prove that good public affairs programming is also good business. Each Corinthian station will continue to explore opportunities to bring such programming to the attention of sponsors who recognize that *service* and *commercial effectiveness* go hand in hand.

Responsibility in Broadcasting

THE CORINTHIAN

made possible by union labor" reportedly was found in Mr. Katz car after the second incident. Striking employes denied any knowledge of or responsibility for the incident and offered a $100 reward for information leading to arrest of the culprit. State as well as city officers were reported investigating.

KXTV, a Corinthian Broadcasting Co. station, has continued on the air with executives filling in for striking employes since the walkout by members of the American Federation of Television & Radio Artists and of the National Assn. of Broadcast Engineers & Technicians. The unions charge "unfair labor practices." The station claims it has asked the unions for nothing except contract conditions equivalent to those in force at other Sacramento stations, and toward that end has offered wage increases to both unions.

Mayes given Texas' Pitluk service award

The Pitluk Award for outstanding community service in Texas was presented Oct. 17 to Wendell Mayes, KBWD Brownwood, during the fall meeting of Texas Assn. of Broadcasters. Jack Pitluk, president of Pitluk Adv. Agency, San Antonio, made the presentation.

In an address to TAB Mr. Pitluk predicted radio-tv advertising will total $2½ billion in 1960. This has been developed without appreciably affecting other recognized media, he said. He reminded TAB there are 235 am, 20 fm and 43 tv stations in the state plus 15 on the southern border "which compete with you."

TAB's first annual awards for outstanding work in seven categories were made by Mr. Mayes, as chairman of the TAB awards committee, which are separate from the Pitluk award. They follow:

Cities under 10,000—KWED Seguin, best local news; KCLW Hamilton and KSST Sulphur Springs, tied for best special event; KSST best editorial; KPAN Hereford and KSOX Raymondville, tied for best community discussion; KPAN, best announcement; KSST best local program and best local musical spot.

Cities 10,000 to 25,000—KMHT Marshall, best local news; KGAF Gainesville, best editorial and best local announcement.

Cities 25,000 to 100,000—KTBB Tyler, best local news; KCRS Midland, best local musical spot.

Cities over 100,000—WACO Waco won all four awards, for best local news, community discussion, local announcement and local musical spot.

A review of fm progress in Texas and prospects for multiplex and stereo were given by Ray Unrath, Continental Mfg. Co., and Lynn Christian, KHGM-FM Houston. The co-op fm project, Assn. of Houston Fm Broadcasters, was described by Mr. Christian. The cities' eight stations join in an annual Fm Week, cooperative newspaper and outdoor campaigns on an exchange basis; shopping center displays including giveaways and merchandising of fm sets; on-the-air coordinated promotion and research projects. Mr. Christian said fm gets more space in Houston newspapers than am radio.

New slate of officers elected at the TAB meeting included James M. Hairgrove, KBRZ Freeport as president for complete list, see FATES & FORTUNES, Page 104).

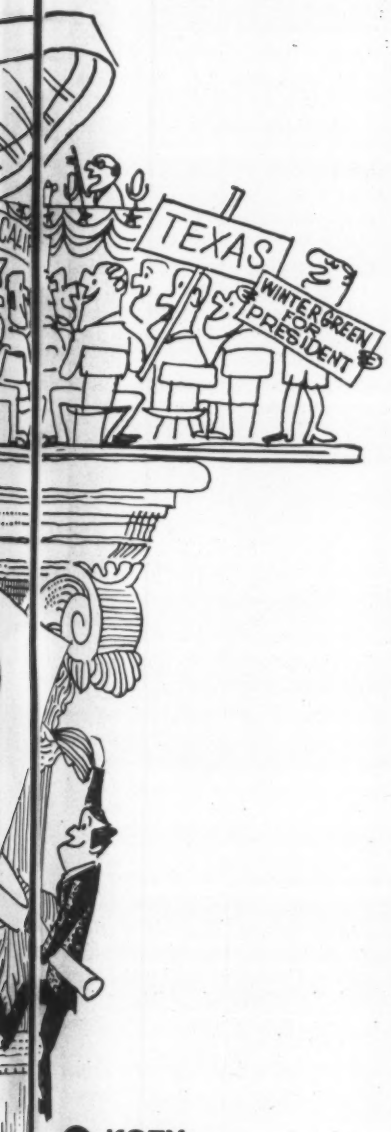
A tv panel moderated by Walter Windsor, KCMC-TV Texarkana, discussed pay tv, community antennas, minute spots, research and rate cards. Mr. Hairgrove directed a radio discussion. Taking part were Lee Glasgow, WACO Waco; Dave Morris, KNUZ Houston; Bob Hicks, KSOX Raymondville, and Al Mason, KERV Kerrville. Vincent T. Wasilewski, NAB government relations vice president, discussed FCC regulatory questions.

WOW's studios completed

WOW-AM-TV Omaha moved into its lavish new quarters over the weekend of Oct. 15-16. The move of the Meredith stations was made possible by the completion of a new building addition at the present television studio site at 3501 Farnam St. (BROADCASTING, July 27, 1959). All broadcasting and administrative functions of both operations will be carried out in the same plant with the addition of 28,000 square feet of floor space to the former 18,000 square feet. WOW began broadcasting from the new site Sunday morning (Oct. 16). Leo Daly was architect for the new structure and Rorick Construction Co., was general contractor. Exterior materials of the new building are described as white glazed brick with a subtle gold fleck, accented by panels of antique bronze glass mosiac tile at each window location.

Eastman opens Atlanta office

Robert E. Eastman & Co., New York, has announced the opening of a new sales office in Atlanta. William P. Marseilles, formerly on the company's New York sales staff, has been appointed manager. The addition of the Atlanta office, brings to eight the number of Eastman sales bureaus.



KOTV
TULSA (H-R)

KHOU-TV
HOUSTON (H-R)

KXTV
SACRAMENTO (H-R)

WANE-TV
FORT WAYNE (H-R)

WISH-TV
INDIANAPOLIS (H-R)

WANE-AM
FORT WAYNE (H-R)

WISH-AM
INDIANAPOLIS (H-R)

STATIONS

SAN DIEGO 20TH CALIFORNIA

FOOD STORE SALES

in San Diego County totaled $287,586,000* last year, giving San Diego 20th place among the nation's 200 leading counties in that category.

Two metropolitan newspapers sell and serve the market:

The San Diego Union

EVENING TRIBUNE

*COPYRIGHT 1960 SALES MANAGEMENT "SURVEY OF BUYING POWER"

"The Ring of Truth" Copley Newspapers

15 HOMETOWN DAILY NEWSPAPERS COVERING SAN DIEGO, CALIFORNIA – GREATER LOS ANGELES – SPRINGFIELD, ILLINOIS – AND NORTHERN ILLINOIS. SERVED BY THE COPLEY WASHINGTON BUREAU AND THE COPLEY NEWS SERVICE.
REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

United Press International news produces!

PROPAGANDA PROPOSAL

Ad people could offer U. S. creative aid, McGannon says

A proposal that broadcasting and advertising offer their professional know-how to the government to help tell the American story to the world was advanced last week by Donald H. McGannon, president of Westinghouse Broadcasting Co.

He called for the creation of a special "Communications Committee" to assist the government in "developing and implementing the international communications policies of the U. S."

Mr. McGannon made the proposal in a speech accepting the Pulse Inc.'s 1960 "Man of the Year Award." (BROADCASTING, Oct. 17) presented at a luncheon attended by some 300 last Wednesday (Oct. 19) in New York.

Committee Described ▪ He noted that there have been all-industry committees for all sorts of purposes in broadcasting advertising, and said: "The times now call upon us to form a committee on our own initiative, selecting in its membership outstanding imaginative people in our business who are recognized for their skills as communicators, to go to the leadership of the U. S. and offer our tremendous strength and willingness in this particular serious aspect of our nation's future—this aspect of communications."

Such a committee, he said, would deal with the "method and technique" of dissemination rather than with formulating the "substance" of propaganda. "We have hundreds of thousands of competent, imaginative, creative people who know how to light the torch of freedom and do so daily—in our public press and on our public broadcasting facilities," he declared. "There is a reservoir of strength here for the President of the U. S."

Mr. McGannon lashed out at critics who have proposed greater controls over broadcasting. "This," he said, "is a dangerous thesis, for control, to the extent exercised, becomes a restraint upon imagination, ingenuity, creativity, inventiveness and energy" and in time "will drive from the industry those venturesome personalities who do give it promise of a glorious and productive future."

The Debates ▪ Of the Nixon-Kennedy debates he said: "The introduction of television into the political arena has altered remarkably the whole elective process, so that now it is almost impossible for a candidate for the presidency to avoid coming face to face with his opponent or for this matter with all of the electorate. Sham is gone. Strict party lines have been seriously fractured. The man and his platform mean more today."

THAT WCKY SURE

steps up

SALES IN CINCINNATI

Next time you have to do a big job—a fast job—in Tri-State Cincinnati, turn that big WCKY loose. Regional merchants—the bankers, bakers, beverage-rs—will tell you that WCKY's sound new sound of radio is leap-frogging sales up and down the Ohio River Valley at a cost-per-sale even they can't quite believe. Stands to reason then that if you want to keep in step in Big Cincinnati—all billion dollar's worth of it—it'll pay you to step right up to WCKY. Nielsen says the circulation is high: Standard Rate says the cost is low. No wonder the salesmen from AM Radio Sales say that in Cincinnati that WCKY is some big buy!

WCKY-RADIO IS SOME BUY
50,000 WATTS • CINCINNATI

Tallest tv tower begins operation

KFVS-TV Cape Girardeau, Mo., last Wednesday (Oct. 19) began telecasting from its much-heralded 1676-foot new tower, described as the tallest man-made structure on the earth. The switch-over took place about 6:15 p.m.

The tower, years in the planning stage but built in the rapid time of 2½ months, features staggering statistics. A few of them: weight (estimated from the downward pull of its guy cables): 2,000,000 pounds; foundation: 30-foot triangular sections, most weighing around 14,000 pounds; support: 18 guy cables if stretched end-to-end would measure five miles. (The cables are said to be able to support the tower in winds of 150 miles per hour); Ingredients: over 2,250,000 pounds of steel and concrete; comparisons: 204 feet taller than the Empire State Building in New York and 692 feet higher than the Eiffel Tower in Paris; travelling time: 20 minutes by elevator, a long, long time by foot.

Metropolitan financial report

Metropolitan Broadcasting Corp's cash flow in 1960 is expected to amount to $3.50 a share, or about $5,750,000, John W. Kluge, Metropolitan's chairman-president, told a meeting of the Financial Analysts of Philadelphia last Tuesday (Oct. 18). He forecast that by 1960 Metropolitan would be earning $12 million a year before interest, depreciation and taxes, a cash flow of $4.50 per share and net after taxes of $2.70 a share. He noted that WIP Philadelphia has increased its overall revenues by 20% since last February when it was acquired by Metropolitan.

WICE wants industry survey group started

Establishment of an industry survey organization was called for last week by Tim Elliott, president of WICE Providence, R. I.

Mr. Elliott, whose station is in a legal battle with WPRO of the same city over the validity of share-of-audience ratings, said that if broadcasters do not get together to set up their own survey firm, the government may feel obliged to step in. "It's time to move in force," Mr. Elliott asserted. "Individual broadcasters are at the mercy of powerful survey firms which come into our markets and purport to 'measure' our audiences." Yet, he said, broadcasters do not know who the interviewers are, who the supervisors are, and under what principles the interviewers operate.

Mr. Elliott's remarks were made following the latest moves in his suit against Capital Cities' WPRO. State Superior Court Judge Patrick P. Curran, acting on a motion by WPRO, vacated the temporary restraining order against WPRO circulating the August-September Hooper ratings. The judge said that the WICE complaint had not stated the extent of the difference in share of audience between what the Hooper survey showed and what WICE claimed it was.

An amendment to the complaint was filed late last week. Still to be argued is WICE's request for a regular temporary injunction.

WICE claimed the Hooper ratings were "false, deceptive and misleading." The Elliott station also asked for damages for "false disparagement of its business."

Radio-tv wage level climbing steadily

Wage levels are up 10% in tv and 6% in radio over a two-year period, according to a survey conducted by the NAB Broadcast Personnel-Economics Dept. The figures were compiled on a national basis.

James H. Hulbert, NAB economics-labor relations manager, said the figures include overtime, fees and commissions but are not a measure of the fairness of individual wage progress. He reminded that wage scales vary by size of market and geographic location. The tv figures are based on a 50% sample of the industry; radio on a 40% sample. The samples are deemed representative of the entire industry.

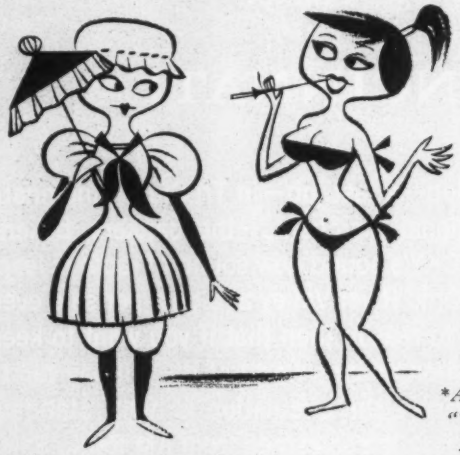
Average gross weekly compensation (nationwide) for tv jobs follows: Sales manager $254; chief engineer, $184; program director, $179; salesman $172; news director $150; staff announcer $136; producer-director $128; technician $116; film department head $108; traffic manager $85; continuity writer $79; floorman $67.

Average gross weekly compensation (nationwide) for radio jobs follows: Sales manager $170; salesman $125; program director $117; chief engineer $113; news director $106; staff announcer $95; technician $83; traffic manager $67; continuity writer $66.

Harry Newman pleads 'guilty'

Harry Newman, 74, first president and one of the founders of what is now the Columbia Broadcasting System Inc., pleaded guilty last week of failure to pay an income tax on $7,764 he earned in 1956. Similar charges involving 1954 and 1955 income taxes were dismissed by a federal judge in Alexandria, Va. Mr. Newman lives in Winchester, Va.

*The old order changeth yielding place to new**



**Alfred Tennyson "The Coming of Arthur Lord"*

From December '55 to January '59 KROC-TV gained 44% in audience, top competition lost 55%.

RETAIL SALES PER FAMILY: $6,137 (1ST IN U.S.)

KROC-TV CHANNEL 10 ROCHESTER MINNESOTA

Represented by Venard, Rintoul & McConnell

G. David Gentling, gen'l. mgr.

N B C

BEST WAY TO EMBRACE THE NEW YORK NEGRO COMMUNITY...

"LIB" it up!

Here's hard solid proof.

If audience is your yardstick, WLIB consistently, year after year, has the highest ratings in the Metropolitan New York Negro Area Pulse. If merchandising is your meat, WLIB offers more merchandising extras than any other station programming to this 1,494,000 plus market. If you go by other advertisers — more national advertisers consistently place more business on WLIB than on any other competitive facility in New York.

WLIB is first in Negro news... first in Negro public service... first in Negro programming... and overwhelmingly first in the hearts of the vital Negro Community of greater New York.

That's why we say "LIB UP YOUR SCHEDULE". It's the fastest, surest and most economical way to embrace the entire Negro audience in the largest single Negro Community in the world.

HARLEM RADIO CENTER

WLIB

Hotel Theresa, 125th Street & 7th Avenue, New York 27, N. Y.

EMBRACES THE ENTIRE NEGRO MARKET IN GREATER NEW YORK

How the big talent agencies operate

WILLIAM MORRIS TELLS FCC; TV CODE IN FILMLAND ALSO AIRED

Two major talent agencies, William Morris Agency and Music Corp. of America, frequently accused of dominating television programming through ruthless representation of top performing and creative talent, had their day in court last week as FCC's overall network and tv programming inquiry went into its second week in Hollywood.

Top executives of William Morris gave testimony Thursday before James D. Cunningham, FCC's chief hearing examiner. On Friday it was MCA's turn to take the witness stand and explain its operation under the questioning of the FCC counsel Ashbrook Bryant and James Tierney.

Earlier in the week, NAB officials explained how the broadcast industry trade association, through its television code review board, looks after the interests of the individual licensees who are held responsible for all broadcast programming under the law but seldom if ever are directly consulted by the creators and producers of the programs they broadcast.

The Los Angeles hearing is expected to close early this week.

William Morris Story ▪ William Morris Agency currently represents as selling agent 25 of this season's network programs, all broadcast during prime evening time, Samuel Weisbord, head of the talent agency's west coast television department, testified. The agency acts solely as a sales agent, collecting its 10% of the package price but not sharing in the program ownership in any way, he said.

With Morris Stoller, head of business operations in the West for William Morris, Mr. Weisbord reported that the agency represented at least one individual for each program, as performer, writer, producer or director, in addition to representing the package itself. The list of 1960-61 programs represented by William Morris includes 12 series produced by Four Star Television, with which William Morris has an exclusive agreement as selling agent for all programs. Of this dozen, Four Star is producing 11 in cooperation with one or more other production companies and William Morris also has exclusive arrangements with two coproducers as well as the half dozen others whose programs appear on the Morris tv list for this season.

One of the programs for which William Morris is sales agent is the *Real McCoys,* starring Walter Brennan and produced by Brennan-Westgate Productions. FCC counsel Ashbrook Bryant showed the William Morris executives the transcript of testimony given the week before by Frank Cooper, also a talent agent. Mr. Cooper had said that he had been exclusively sales agent for this series until its owner, Irving J. Pincus, had gone to William Morris to try to get Mr. Brennan as the program's lead. He had been told that he could have Mr. Brennan's services but only if he made the Morris agency sales representative for the series. He did and Mr. Cooper testified that he lost the right to handle the property. (BROADCASTING, Oct. 17).

Rest of Story ▪ That is true but it's only part of the story, Mr. Weisbord said. It began when the Risenberg-Coryell Agency was package agent for the *Real McCoys,* then under contract to NBC, he said. They asked about getting Mr. Brennan for the lead and Mr. Weisbord was enthusiastic about the idea, but Mr. Brennan wanted to share in the ownership of the series and NBC said no to that, so nothing came of it. When Mr. Cooper became sales agent for the *Real McCoys,* his contract with Mr. Pincus explicitly excluded him from participating in any deal involving Mr. Brennan. NBC's contract expired, Mr. Pincus went back to William Morris and this time the deal was made for Mr. Brennan to star in the series and also become part owner of it with the Morris Agency becoming sales representative at the same time.

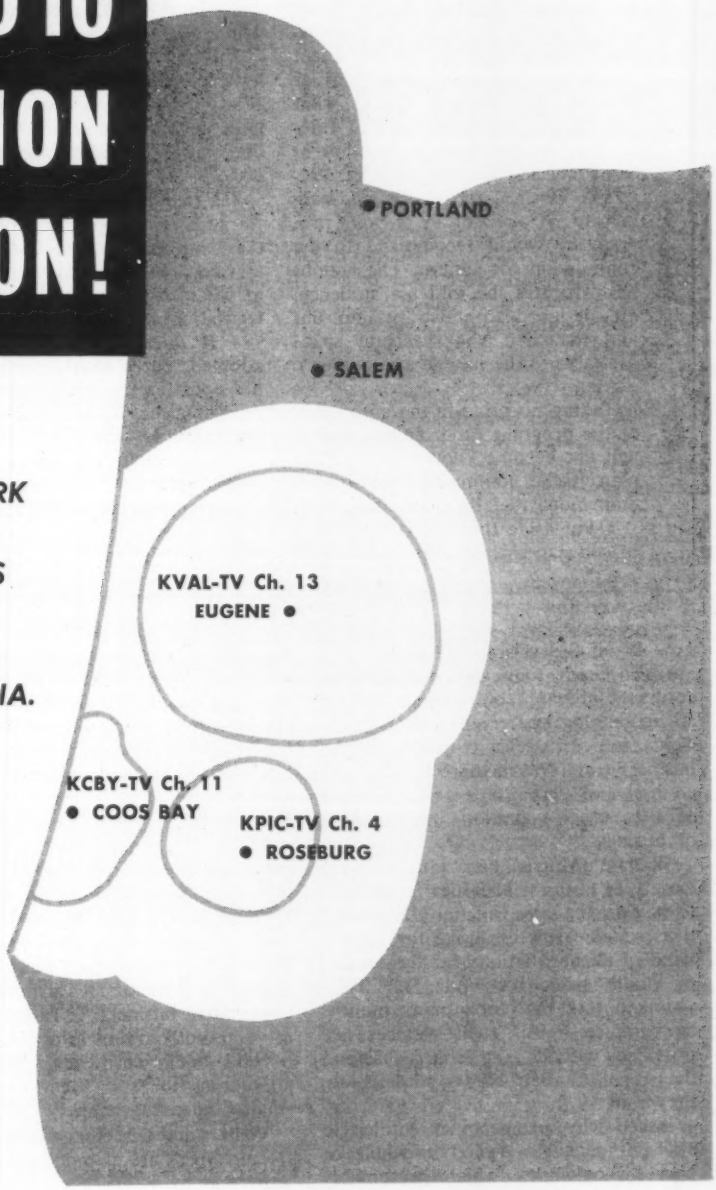
William Morris' television department "is mainly in the business of managing and guiding our clients and helping them put together tv packages," Mr. Weisbord stated. The agency represents about 600 individual actors, writers and directors, etc. in the West and about as many in the East, he estimated, including a number of top names but many in the lower brackets as well. Assisting young people to develop their talents properly is an important part of the agency's business.

Helping creative people put packages together is another major facet of William Morris service, Mr. Weisbord stated. "A package can have its genesis in an idea or a property or the availibility of a star," he noted, "and when the idea or property is presented it is our function to evaluate its salability." In the decision that it is salable the agency proceeds to put together as many creative and performing elements as it can. Once the package is ready for showing, "we try to find a home for it," a place for the physical production for the series, and also financing, if that is needed.

Business Phase ▪ "Once the creative people have put the package together," Mr. Stoller said, "we get into the business aspect, deciding what kind of corporate structure is best for the particular package. We might wind up with five or six corporations to take

Comparing observer reactions during FCC's Hollywood hearing are (l to r): Thomas K. Fisher, assistant secretary, CBS; Richard Jencks, president, Alliance of Television Film Producers, and Harry Warner, counsel for Paramount Television Productions. The hearings are expected to wind up this week.

LOOK WHAT'S HAPPENED TO TELEVISION IN OREGON!



A NEW THREE STATION NETWORK CALLED "OREGON TRIANGLE TELEVISION" THAT DOMINATES THE ONLY MAJOR MARKET BETWEEN PORTLAND, OREGON AND SAN FRANCISCO, CALIFORNIA.

That brings the only clear picture to over 100,000* TV homes with an estimated buying income of $685,062,000.*

Easy to buy! One order, one billing to your Hollingbery man or Art Moore & Associates (Portland-Seattle)

*A very conservative estimate if you have looked at other ratings and surveys.

Oregon Triangle Television

KPIC-TV Ch. 4
ROSEBURG
Affiliate

KVAL-TV Ch. 13
EUGENE

KCBY-TV Ch. 11
COOS BAY
Affiliate

NBC

Another ice age for television?

LEE PROPOSES PERMANENT FREEZE ON VHF, MOVE TO ALL-UHF

Is another "freeze" in tv's future?

FCC Commissioner Robert E. Lee proposed one last week. Commissioner Lee believes the commission should impose a permanent freeze now on new vhf stations or changes by v outlets. That's what he told the National Assn. of Educational Broadcasters convention in San Francisco Wednesday (Oct. 19).

The idea of a freeze is his own, he said. It's part of an 11-point program he would recommend to the commission for action. The actions he advocates, he told his audience, are designed to move tv into uhf and to make vhf spectrum space available to the mobile and common carrier services.

Taking no pride in the authorship of the program (and trusting that it will not become known as the "Lee plan"), the commissioner also recommended that the commission:

- Put aside the idea of squeezing in sub-standard vhf assignments.
- Press for legislation for all-channel receivers.
- Move to de-intermix markets where uhf development "is ripe."
- License new uhf stations to the lowest channels available.
- Permit vhf stations to operate both in the vhf and uhf bands until the time it "appears appropriate" to discontinue vhf service.
- Examine the reasons why networks refuse affiliation to small station markets beyond the "normal service area of another affiliate. It may be that refined rules or . . . legislation are necessary."
- If these recommendations are adopted, put a short freeze on new uhf operations to permit existing stations to apply for the best uhf channel available.

The sweeping content of this program, which Commissioner Lee said "is a compendium of ideas that make a great deal of sense to me," does not ignore the future outcome of the New York City uhf test. While the ultimate conclusions of the test are not known, the commissioner noted, the outcome will be that uhf will either work or not work in a metropolitan area. He added that where uhf is not in competition with vhf, the service of the u is "excellent because the stations in a given market are prosperous and therefore programming is excellent."

Room at the Top ▪ Commissioner Lee also mentioned that he proposed last year that the commission move all tv to uhf and "thus give the tired vhf channels to mobile services." He predicted that the present economy "would easily support 750 commercial stations and ultimately many more instead of the 560 odd now on the air. The future will support many more."

He told the educators that they have a substantial interest in these matters from several viewpoints and that "you must adjust your view-

care of all the various elements. We are also ready to negotiate the studio contract, prepare the budget, set up an accounting system, negotiate music rights, to do whatever is needed on the business end. We're there to help and counsel and perhaps to perform some of the actual operations in all areas of business."

William Morris gets into a wide variety of business activities in addition to its primary sales function, the executives stated. For example, the agency handled all negotiations for the leasing of studio space for Four Star Television, a task that took many months to complete. All such services are provided without any charge beyond the regular 10% sales commission, they said.

Asked why an agency is entitled to 10% of packages owned in whole or part by networks, which presumably are equipped to do their own selling to sponsors, the William Morris executives explained they handled the negotiations for the financing of the pilot for the networks, then work with the network to sell the series to a sponsor. The *Loretta Young Show* is now owned by NBC and the network employs the star as executive producer, but William Morris earned its 10% by negotiating the original contract with the network, they said. Subsequently the agency sold the series to its sponsor and, when that deal came to an end, negotiated a new one with NBC, each agreement requiring months of negotiating on the agency's part. And when Miss Young was ill, they added, the William Morris office virtually took over production of the program and kept it going until her return.

When Mr. Bryant referred to testimony given earlier in the hearing that top stars tend to become clients of William Morris and MCA, Mr. Weisbord admitted that there was some truth to this, but added "we gain clients and we lose them. It's a most bitterly competitive business." Talent agencies are constantly trying to acquire clients, he said, but his firm has a rule of not attempting to woo them away from smaller talent agencies.

Writers and Directors ▪ William Morris and MCA are as much preferred by writers as by actors, according to testimony of Curtis Kenyon, president of the Writers Guild of America West, and Michael Franklin, WGAW executive director. Of members with agents (and the union's executives said that the majority of the more than 3,000 members are represented by agents) approximately 20% are represented by MCA, 14-18% by William Morris and the same percentage by Famous Artists, with 10 other agencies representing 5% or more of the WGAW membership. Earlier, Screen Actors Guild officials had reported that William Morris and MCA had by far the largest number of SAG members of clients among all talent agencies (BROADCASTING, Oct. 17).

And as with actors and writers, so too with directors. William Morris is agent for 82 of the 1,200 directors belonging to Directors Guild of America and MCA for 59 of them, Frank Capra, DGA president, and Joseph Youngerman, national executive secretary, told the FCC hearing examiner. The third ranking agency has only 26 director clients DGA's total membership of about 2,200 includes 1,000 assistant directors, stage managers and associate directors as well as the full directors.

Like the Screen Actors Guild, WGAW has an approved list of agencies for its members, sets the maximum commission at 10% and has a generally adhered-to policy that an agent who is representing or acting as a producer may not collect commissions from writers he also represents who are employed for the programs the agent produces or represents. He is also required to notify his writer clients of his production status, so they may seek other representation if they wish. Also like SAG, WGAW has granted the only blanket waiver for dual producer-agent status to MCA and its production subsidiary, Revue Productions.

DGA, while not franchising agents as

point on the suitability of the uhf for [educational] purposes." He told them they were in an enviable position with plenty of uhf space now available.

"There need not be disappointment in your ranks ten years from now if you chart a course of action now," he said.

Of his proposed 11-point program, Commissioner Lee said, "If the commission chooses in its wisdom to follow these principles in whole or substantial part, I have no doubt that shortly its objectives would become a reality."

In another section of his speech, Mr. Lee chided broadcasters for following what he called the "thou shalt not" approach to program standards borrowed from the movie industry.

He spoke of the inadequacy of limiting crime and violence on the air to "some arbitrary number or set of circumstances."

He said he questions whether "some of the broadcasters serving some of the public some of the time

Comr. Lee
Get out your overcoat

is an adequate discharge of their responsibilities and results in public betterment."

The test as to "whether certain programs or stations may *disserve* the public is clearly not adequate as a standard," Comr. Lee said.

SAG does, has an agreement with the Artists Managers Guild that bars collection of commissions from directors working on programs which the agency either produces or acts as a selling agent. The terms do not apply to agencies which are not members of AMG, but most DGA members are represented by AMG agencies, the guild's officials testified. Unlike SAG and WGAW, DGA has not been asked for and has not given any waiver to MCA, they said.

Double Complaint ▪ Mr. Capra registered a two-pronged complaint about the exhibition of theatrical pictures on television. One prong was economic: that the time which tv devotes to the showing of old movies might have been used for new tv films employing the services of DGA members and that the old classic movies should not be shown on tv to keep people away from theatres showing current pictures directed by DGA members.

His chief complaint was an "artistic beef," the DGA president stated. If television is going to show theatrical pictures, he said, it should show them as they were made to be shown and not cut them to ribbons. He complained that the movies are indiscriminately cut to fit tv time slots, without regard for mood or character or plot. A letter to Eric Johnson, president of the Motion Picture Assn. of America, brought a reply of sympathetic agreement but "with all the impact of a falling leaf," Mr. Capra commented.

From the early days when film programming on tv was chiefly theatrical motion pictures, many of them of "somewhat early Pleistocene" vintage, the NAB Television Code Review Board was cognizant of the necessity to obtain the same sort of cooperation from the film producers that the code was getting from the producers of live tv program material, Edward H. Bronson, director of television code affairs for NAB, told the FCC hearing.

Efforts to "bring broadcaster influence to bear on filmed programming" resulted in an agreement in January 1957 with the Alliance of Television Film Producers pledging them to the same voluntary observance of code provisions as the broadcast subscribers give, Mr. Bronson said. Today, the 18 member companies of ATFP and five independent tv film producers are affiliated with the code and entitled to use the code seal on their films. To aid them in observing code standards in their production, NAB in July of last year opened a code board office in Hollywood, headed by Frank Morris, previously in the CBS-TV continuity acceptance department there.

Code Gets Workout ▪ Mr. Morris said that he has reviewed approximately 350 tv scripts before filming and approximately 125 tv films prior to their release to stations, while another 300 programs, network and local, live and film, were monitored on the air. "Scores of scripts and films have been revised and edited in compliance with our suggestions," he stated.

In the previous month, his office received 39 scripts for evaluation, Mr. Morris reported, of which 21 were found to comply to code rules and "18 prompted suggestions for changes or deletions in dialogue and actions. The most frequently recurring objections were to excessive or sadistic violence, sexual suggestiveness and profanity.

"During this same period, we prescreened 18 telefilms at the producing studios, most of them made from the foregoing 38 scripts, and found all of them acceptable under the code," He said. "Thus, while nearly 50% of the original scripts submitted were found to contain one or more elements at variance with the television code, the films themselves were 100% in conformity with minimum standards of code acceptability. This bespeaks the results of the self-regulatory efforts being exerted by the cooperating film production companies."

In the three or four instances where tv films have been found unacceptable —and he called the infrequency of this situation in itself testimony to the value of the pre-production script review—Mr. Morris reported that the producers were "agreeable to making cuts and revisions in the film itself, even to the point of recalling actors and reshooting scenes and dialogue, at extra expense to themselves," to comply.

Not Acceptable ▪ While "matters of code concern in the average script are relatively few and are normally disposed of by simple script revisions," Mr. Morris said that once in a while a story comes along that calls for either complete rejection or an almost as complete revision. One such script, he said, "in its own remarkable way encompassed dope addiction, gang warfare, Lesbianism, blatant vulgarity, murder by stabbing with a knitting needle and a blanket condemnation of the Puerto Rican element of New York City." Another, designed for use on *Day in Court*, dealt with a mother who was prostituting herself to her son's schoolmates.

The latter was one of two network programs he has dealt with during his 15 months as head of the tv code's Hollywood office, Mr. Morris said. Each network has its own continuity acceptance department to deal with such matters, he said, so that most of his work concerns syndicated tv film shows. The 23 Hollywood film companies which are affiliate code subscribers represent more than half of all regular tv film producers in Hollywood and ac-

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KEDY-TV BIG SPRING, TEXAS
KPAR-TV ABILENE - SWEETWATER
KVER-TV CLOVIS, NEW MEXICO

west texas television network

W. D. "Dub" Rogers, President and Gen. Mgr.

A day in Hollywood with the tv code

What does the NAB Code Review Board actually do at the operating level? How are its rules and regulations put into effect? How does it cooperate with the producers of programs for television?

The answers were given by Frank J. Morris, assistant director of television code affairs, West Coast, NAB, at the FCC hearing on programming in Los Angeles:

"Studio A sends me a script, representing an episode in a film series currently being produced. I read the script immediately and that same day, or not later than the next day, I send a report to the executive who is my administrative contact at that studio, along with carbon copies to the producer of the series and any others who might be designated. If there are potential or actual code violations either in the theme of the story of in its treatment, meaning in its dialogue or action, I state what they are, usually quoting the section of the code involved, and offer suggestions for script revision or correction of the problem, if I can, or counseling caution or restraint in scene direction in order to assist the studio in producing an acceptable, saleable product.

"I then send a 'script report' to Bronson at code review headquarters, Washington, synopsizing the story, giving a code evaluation of it, and indicating any recommendations or editing request I might have made in connection with it. It has been an almost invariable experience of mine that when the picture is finished and I am called to the studio to see it, I find that all of my suggestions have been adopted and that the picture confirms to at least the minimum requirements of the code.

"After I have seen the picture, I send another report to the studio, advising them of its acceptability. A final 'studio viewing report' then goes to Mr. Bronson, indicating that the picture has been cleared. The file on that episode is then closed."

count for around 75% of all film for tv produced there.

Questioned closely by examiner Cunningham as to his views on tv programming and what could be done by the tv industry, by the FCC and by Congress to improve it, Mr. Morris came out strongly for voluntary self-regulation by broadcasters and producers. He affirmed, "It will work. I've seen it work."

Asked how many of the programs he had reviewed involve "physical violence and crime at all, whether moderate or excessive," he replied that physical conflict of some kind was probably present in 75-80% of them. He expressed the opinion that there is no increase in this kind of programming in the current season, but on the contrary, the comedy and domestic situation shows seem to be replacing westerns and perhaps crime shows as well.

When Mr. Cunningham continued to question Mr. Morris and Mr. Bronson as to their views on programming and the proper balance of shows of violence against other types of tv program fare, Douglas A. Anello, NAB chief counsel, objected that they were not the ones to answer such questions. After a sharp interchange with the hearing examiner, Mr. Anello was permitted to say that Charles H. Tower, NAB vice president for television, was in the room and would testify if the FCC officials wanted him to.

Volume of Violence ▪ Taking the stand, Mr. Tower said that he is responsible for all NAB television activities, including staff activities in connection with the tv code. Asked about the volume of crime and violence on tv, in terms of programs, he cited a survey of programs broadcast by the four tv stations in Washington, D. C., between 4 and 10 p.m., the Monday-Friday period of Jan. 10-14, 1960. The 470 hours of tv programming encompassed in the survey period were divided as follows: variety and comedy, 16%; drama, 12.5%; adventure, 10%; western, cultural and young children's programs, 9% each; sports, 8%; dance parties, 6%; news and weather, 4%; private detective, police and courtroom shows, 3% apiece; musical and mystery, 2.5% each; audience and quiz, 2%, and others 1.5%.

"This does not indicate a lack of program balance to us," Mr. Tower commented. "To some people, two or three shows involving violence are too many, but there is a genuine demand for this kind of program fare and it's nothing new. Much of fiction is based on conflict situations. We don't agree that this is imbalance."

Broadcasters are very much aware of the problem of violence on the air and have it under constant study, Mr. Tower reported. "When we feel a change is needed we'll make it," he stated.

Noting that critics of violence on tv usually base their objections to it on a belief that there "is an insidious effect

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FCC politely tells FAA where to go

"Sorry," said the FCC to the Federal Aviation Agency last week, "but we think we, not you, are the one who must finally decide whether or not a broadcast station gets built."

This, in essence—and in amicable, government legal phraseology — is what the FCC said last Thrusday when it filed a statement with the FAA. The commission's comments were aimed at the FAA proposal to regulate the site and height of broadcast towers (BROADCASTING, Sept. 19).

The FCC statement, signed by Ben F. Waple, acting secretary, by direction of the commission, made two points:

- The FCC is charged by law to determine whether or not it is in the public interest to grant a radio or tv station license.
- Where allegations have been raised that a broadcast tower may be an air hazard, the commission has always set up a hearing to permit the full development of all the facts so that it can make a qualified judgment.

In fact, the FCC said, "less than 10 cases" involving the question of possible air hazards ever have been involved in a formal hearing.

The FCC said that over the years a procedure was worked out with the predecessor FAA agencies (Civil Aeronautics Agency and the Air Coordinating Committee). This practice worked out well for all concerned, the commission said.

Grant and Denial ▪ The two government agencies should coordinate their policies, the FCC asserted, not be at odds. It would be possible that if the FAA persisted in its proposal, the commission noted, that an applicant for a radio or tv station would be authorized to construct a station by the FCC, but denied authority to build a tower by the FAA.

The FCC concluded its comments with this paragraph:

"Since both the FAA and the FCC are agencies of the United States Government with large responsibilities in the public interest, any action by either agency which might indicate anything other than harmonized policy on the part of the government appears to be detrimental to the programs of both agencies."

The FAA proposals, in the form of a rule-making notice, were issued early last month. They would establish rules governing criteria and procedures for any structure 500 ft. above the ground, or 170 ft. above ground within the geographical limits of any control zone or area, or within five miles either side of a visual flight flyway. They also provide for a "final" determination by the administrator of the FAA, following a course of conferences at regional and headquarters level.

on some segment of the population, usually juveniles," Mr. Tower cited authoritative studies indicating that "tv leaves children psychologically just about where their parents place them," neither disturbing the normal child nor curing the already disturbed one. [The FBI's J. Edgar Hoover, however, seems to disagree. See story page 102.—THE EDITORS.]

Mr. Cunningham read a letter from the mother of three children objecting to programs of violence and sadism being readily available to school children. He asked Mr. Tower if he was satisfied that this criticism is unfounded. The NAB tv vice president replied that "as a father of three" he is very much concerned. But he stressed the responsibility of parents to keep their children away from tv programs they feel might be harmful just as they keep the youngsters away from other potential sources of harm.

"The television fare available for children, under proper parental control, will not be harmful and can be very enriching," he declared. "Broadcasters believing their programs were harmful would be the first to get them off the air," he said.

FCC's Disputed Role ▪ Mr. Tower praised the fine job of policing tv programming being done by broadcasters and tv film producers, working together voluntarily to improve television in the public interest. He noted that the question had been asked about what the FCC might do and commented that "there is substantial disagreement among responsible people" as to the proper role of the commission. He referred the hearing examiner to the record for the report of the discussion on this subject between FCC counsel Bryant and Whitney North Seymour, NAB special counsel, at the hearing in Washington last winter (BROADCASTING, Feb. 1).

Enlargement of staff of the NAB's code review office is contemplated both in Hollywood, where program preview and review is the major activity, and in New York, where attention is focused on commercials. The goal in New York is 100% pre-check of tv spots, Mr. Tower said.

The Alliance of Television Film Producers was formed primarily to represent its members in collective bargaining negotiations with unions and guilds, Richard W. Jencks, ATFP president, testified. He said collective bargaining is still a major function. But "among its other functions, the Alliance participates in administrative hearings and procedures affecting the television film industry as a whole, organizes Alliance task force committees to investigate and make recommendations concerning new developments and problems, maintains liaison with the Assn. of Motion Picture Producers, the American Assn. of Advertising Agencies and other trade associations involved in the television field and endeavors to improve public recognition and understanding of the television film production industry."

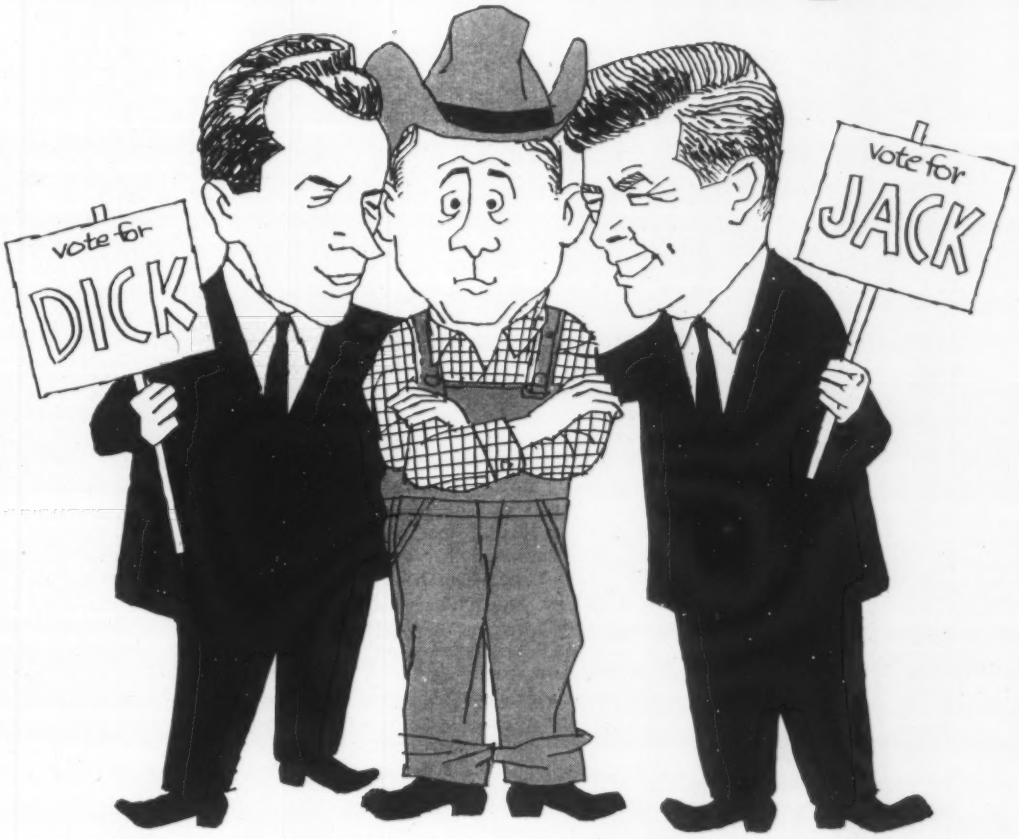
The agreement of the Alliance with NAB's code authority indicates the awareness of the Alliance and its individual members of their program responsibilities to the American public, Mr. Jencks stated. The problem has two aspects, he commented: from the purely negative point of view "we can sit on programming to eliminate anything we feel is offensive or excessive"; affirmatively, "we can encourage" writers, directors and other creative program people "to do the best they can."

Open Market ▪ As to program balance, Mr. Jencks said the producers "have done all they can do when they provide an assortment from which the buyers can choose. An individual producer is not in the position to tell the buyer who says 'I like that program' that 'You can't have it. You've too many of those already.' "

Mr. Jencks said he feels that there is no increase in the amount of crime and violence in tv programming this season. Rather, he believes that we are seeing a return of situation comedy.

He said he is not qualified to testify as to whether programs of crime and violence are more saleable than other shows, but he noted that many of the programs produced by ATFP members are not of that type. Reminded of Mr. Morris's statement that 75-80% of the programs he had gone over had contained violence in one form or another, Mr. Jencks responded that those programs were not typical. Comedies,

election tip!



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CBS - ABC

KELO tv LAND

KELO-tv SIOUX FALLS: and boosters
KDLO-tv Aberdeen, Huron, Watertown
KPLO-tv—Pierre, Valentine, Chamberlain
JOE FLOYD, President
Evans Nord, Gen. Mgr. — Larry Bentson, V.P.
Represented by H-R
in Minneapolis by Wayne Evans & Assoc.

programs of family life and such programs as these are the least likely to be reviewed by the Hollywood code office, which in general selects or is given programs that may present a problem to consider, he said, so that the group referred to by Mr. Morris is a misleading sample.

Philip Feldman, executive vice president of Broadcast Management, a talent management firm, and formerly director of business affairs and a vice president of CBS in Hollywood, gave the hearing this definition of a program package: "A group of creative elements which when put together in aggregate will make the program or series which includes them a marketable commodity."

A package may be less than the total number of elements needed for a program or series, Mr. Feldman testified. For instance, he noted that packages seldom include the physical production facilities. As a minimum, a package might be a single element, he said, such as a unique talent of sufficient stature to make the program salable by itself.

The 10% Catalyst ▪ The agent who puts the package together is entitled to a commission on the package, and not only on the talent he represents, because he's the catalyst that puts his property together with other elements to make a salable package, Mr. Feldman said. If he contributes whatever it takes to make the package salable, he's entitled to a commission on the whole package, he said.

The normal packager's fee is 10%, he said, although at CBS there "was no rule of thumb" and the arrangement might be for a flat fee or a percentage of 10% or less, but never over that percentage.

A second former CBS executive, Alfred J. Scalpone, now president of La Mesa Productions, an independent tv program producing company, said that when he was Hollywood vice president of CBS-TV in charge of network programs, he dealt with many individuals who brought in program ideas. Sometimes they came in alone, he said, but usually with an agent. If the idea was attractive the network might develop it in cooperation with the creator or might buy it outright and develop it with its own staff personnel. Or the whole thing might be an inside job, such as *Playhouse 90* which was created and developed entirely by CBS-TV in Hollywood, he reported.

A talent agent can come in representing a man with an idea, or an idea plus a script or other elements such as a writer or director, or he may just represent the actor, Mr. Scalpone said. Even if the network sold the show, the talent agent might have done a lot of preliminary selling, he said. When he was an advertising agency executive, at McCann-Erickson and Young & Rubicam in his pre-CBS days, talent agents would keep them up-to-date on the people and programs available. In answer to a question from Mr. Tierney, he said he had never known of an advertising agency to package a program. Agencies produced shows for their clients, particularly in radio, he said, but they never charged package fees for this service.

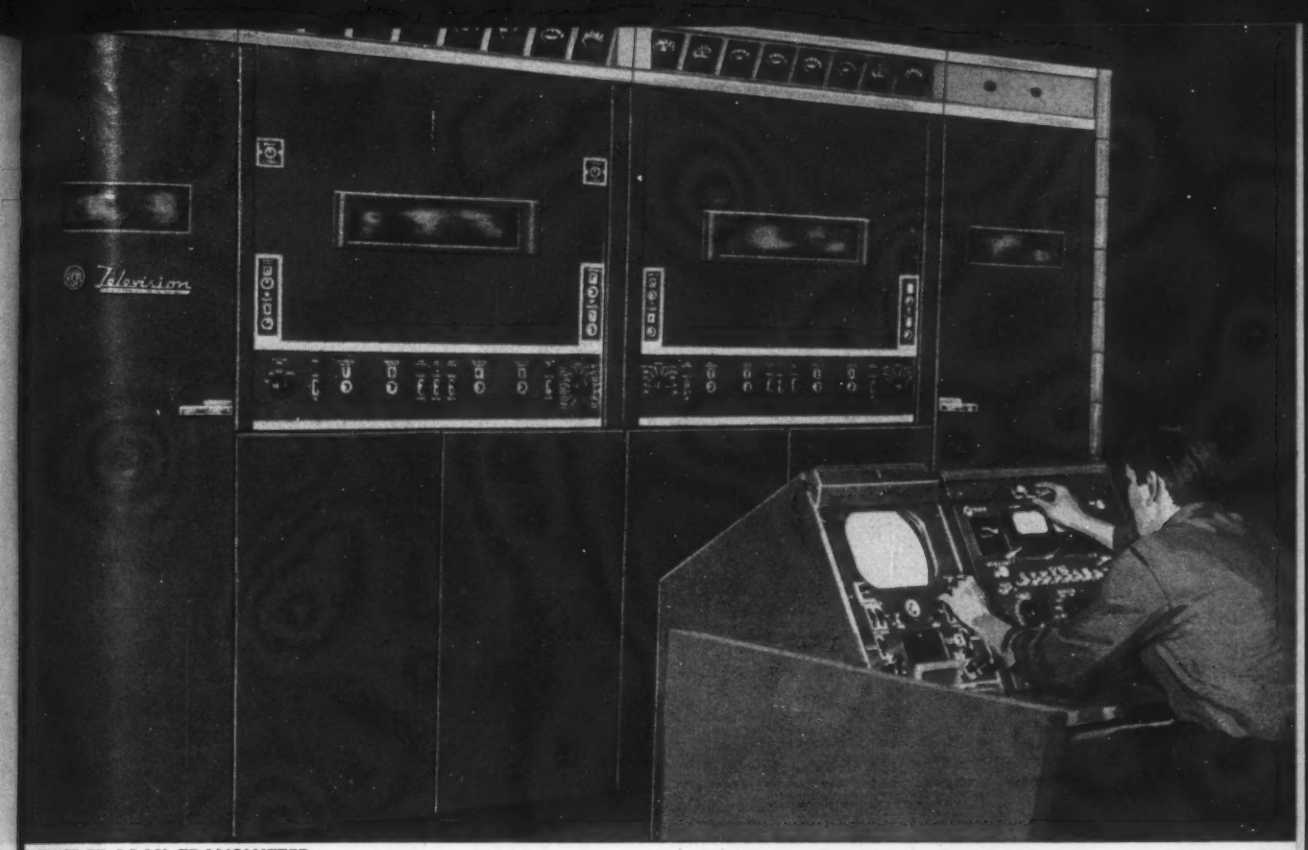
'Race for Space' ▪ Another independent producer, David A. Wolper, described in detail his experiences in trying to interest a tv network, any tv network, in his *Race for Space* hour-long special program. Working with the U.S. Defense Dept. and also with the cooperation of the Russian authorities, Mr. Wolper put together the show on U.S. and U.S.S.R. space rivalry.

When it had been cleared by the Defense Dept. and other government agencies, he took it to the networks and put on repeated screenings for various top executives, Mr. Wolper testified, getting many expressions of interest, but no order. Then a friend at MCA wanted to see it and after he had, he asked for a sales contract. Mr. Wolper gave it and MCA sold the program to Shulton Inc., toiletries company, for network broadcast.

But when Wesley Assoc., the Shulton agency, tried to buy network time, they were turned down by all three tv networks, Mr. Wolper recalled. The reason was the same at each network: it would only broadcast public affairs programs produced by its own people. Asked why, Mr. Wolper said that he'd been told that the networks feared any exception to that rule would open the door to individuals and groups who might have an axe to grind and would use a purported straight documentary as a carrier of their own propaganda.

Mr. Wolper then proposed that the program be offered to individual stations. Frank Carpenter, Shulton vice president, "who fortunately had some courage," agreed. With the help of the top men at two of the nation's top independent stations, Richard A. Moore of KTTV (TV) Los Angeles and Fred Thrower of WPIX (TV) New York, who sent telegrams to other stations, *Race for Space* was broadcast by 105 stations, Mr. Wolper said. Of the total, 40 were CBS affiliates, 34 NBC, five ABC and six with no network affiliation.

Mr. Wolper said that the networks had told him their policy against broadcasting public affairs programs created and developed outside of their own organizations was of long standing, but when he inquired, he found no one at Shulton or MCA or Wesley



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7. **DESIGNED FOR REMOTE CONTROL**—Provisions have been made for remote metering and control of all necessary functions from a remote point. These facilities may also be used to control the transmitter from a central point in the transmitter building.
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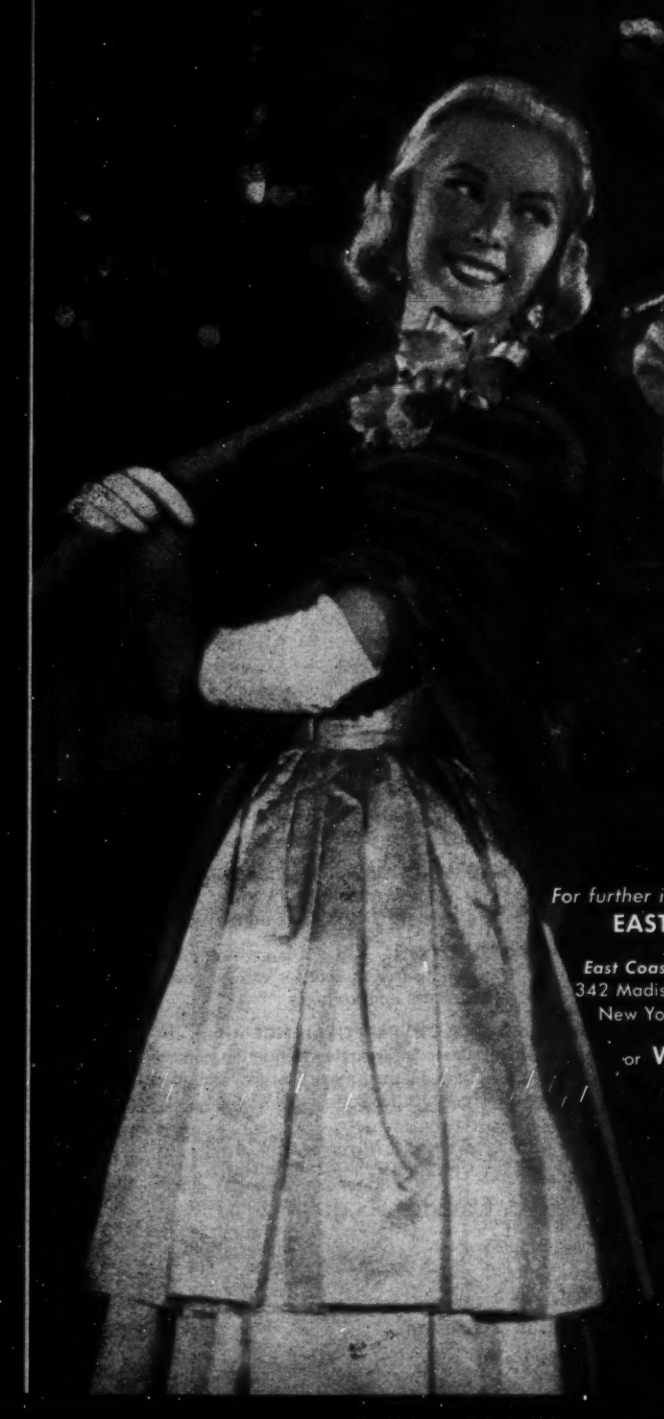

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PRODUCER: Gray-O'Reilly Studios
ADVERTISING AGENCY: Young and Rubicam, Inc.
ADVERTISER: General Cigar Company, Inc.
PRODUCT: Robt. Burns Continental

Reproduced from retouched 20X enlargement of original 35mm film.

Assoc. or at a number of other advertising agencies he checked had ever heard of it. He conceded that the networks have the ultimate authority on what goes out over their facilities, but he said the attitude in regards to public affairs programs seemed to him one that would discourage independent producers from making anything but trivial comedies or westerns.

Listing a number of other public affairs programs he has in preparation, Mr. Wolper admitted that the negative network attitude had not discouraged him. But he said that he didn't know of any other independent producer who is active in this field.

Salant Explains ▪ Richard S. Salant, CBS Inc. vice president for corporate affairs, who has sat in the Los Angeles courtroom throughout the hearing as an observer, became a witness Thursday to read into the record pertinent parts of a letter written March 14 by Frank Stanton, CBS Inc. president, to Sen. John Pastore (D.-R.I.). The letter, a detailed explanation of the rejection of the Shulton offer to buy time on CBS-TV to present *Race For Space*, stated in part:

"The CBS Television Network declined the order on the ground that it conflicted with the long standing policy . . . requiring that programs in the news and public affairs areas be produced by and be under the exclusive supervision and control of CBS News.

"This basic policy," the Stanton letter continued, "has evolved as a result of our concern that there be adherence to certain important standards in news and public affairs programming. One such fundamental standard is, of course, the standard of fairness and balance. Another fundamental standard is that there be no sponsor interference with, or participation in, the process of shaping our programs in the news and public affairs areas—a standard which is impracticable to enforce as to independent production. Still a third standard is that our news and public affairs personnel be insulated from the business of on-the-air selling and not deliver commercials—a practice which we believe to be inconsistent with journalistic function. . .

"Since *Race for Space* was not produced by CBS News and used a newsman not on the CBS News staff, our policy required this rejection. . ."

Asked about the description of this CBS policy as long standing, Mr. Salant said it was first announced Oct. 17, 1939, in a letter addressed to advertising agencies.

Exchange bans Skiatron

Although the Securities & Exchange Commission has lifted its ban on public trading in stock of Skiatron Electronics & Tv Corp. after banning trading by company insiders (BROADCASTING, Oct. 10), American Stock Exchange, where stock was formerly listed, has imposed trading ban of its own. Suspension will hold until Skiatron clarifies its financial status, an ASE spokesman said.

Evansville issue: can uhf match vhf?

Can a uhf station give a particular area the same coverage as a vhf? This seemed to be the major argument last week when WTVW (TV) Evansville, Ind., now operating on ch. 7, appeared at an FCC hearing to explain why it should not be shifted to ch. 31.

The commission has proposed making Evansville an all-uhf market and shifting ch. 7 to Louisville, Ky.

From the outset, WTVW has contended that it could not properly service its audience with a uhf allocation and that the change would not, therefore, be in the public interest.

In a prolonged hearing before Examiner Jay A. Kyle, however, lengthy evidence was presented by WEHT (TV) Evansville, which operates on ch. 50 with power of 155 kw, to demonstrate the contrary point of view. WEHT has filed an application with the commission, contingent upon the deintermixture of Evansville, to increase its power to 900 kw and raise its antenna to 1,000 ft. This, the station says, will give the Evansville uhf outlet coverage comparable to that offered by a vhf allocation.

WEHT's engineering evidence was admitted over the objections of WTVW. However, WTVW did succeed in having admitted to the record the fact that the application was contingent upon the market's becoming all-uhf.

After hearing such engineering evidence on Tuesday, Wednesday and Thursday of last week, Examiner Kyle recessed the hearing for the taking of new depositions by WTVW.

Electrons flow cheaper when westward bound

Do tv electrons flow only in one direction? Does it cost more to make them reverse their course? These seemed to be the principal arguments aired during the FCC hearing of a WSAZ-TV Huntington, W. Va., complaint against the tv service tariff charged by the American Telephone & Telegraph Co.

The WSAZ complaint, involving over $5,000 in tariff fees stemmed from charges made by AT&T's Long Lines Dept. during the summers of 1958-59. At that time, Huntington was a point on the NBC network service between Clarksburg, W. Va., and Columbus,

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Ohio. Service on this line of transmission was paid for by the network.

However, when WSAZ ordered programs in the opposite direction, from Columbus to Huntington, it was told that it would have to pay for such service on what AT&T termed the "occasional" rate. NBC gave its affiliate, WSAZ, a rebate for the Columbus-Huntington service, but the rebate was based on an airline distance which did not cover all of the costs.

The station's complaint, in essence, says that AT&T has asked that it be paid for service for which the network had already paid. But L. E. Eastmond, administrator of rates and tariffs for AT&T's Long Lines Dept., testified before FCC Examiner Herbert Sharfman Oct. 11 that tv program service is single-directional, for the most part, and that service from Clarksburg-Huntington-Columbus is not the same as service from Columbus to Huntington. This is contrary to the WSAZ view that the direction of transmission should not be taken into account in pricing.

Mr. Eastmond testified that if NBC had ordered its service during the 1958-59 period with Huntington as a "leg" from Columbus, then there would have been no additional charges. But such was not the case, he noted.

The one-day hearing recessed after Long Lines agreed to furnish WSAZ with additional information by Nov. 1. No new hearing date was set.

A FULL HEARING ON PAY TV

That's what the FCC promises as it considers RKO General's application for a three-year test

FCC talk and speculation about what it should do about pay tv is at an end. Today the federal agency comes face to face with an out-and-out application for permission to institute a three year trial. The commission now has a solid proposal into which it can sink its teeth.

The hearing before the full FCC is on the application of RKO General Inc. for authority to begin subscription tv programming over WHCT (TV) Hartford, Conn. WHCT, on ch. 18, is owned by RKO General. RKO General proposes to spend up to $10 million to prove one way or the other whether pay tv can make the grade.

Opposing the grant is the Connecticut Committee Against Pay Tv and five Hartford theatre owners.

The full-panoplied hearing will begin at 10 a.m. this morning in Hearing Room B of the Interstate Commerce Commission. It will run to Oct. 28.

An order of procedure was issued by the commission last week. This provides that—

- The Broadcast Bureau counsel will make an introductory statement.
- RKO General will present its affirmative case.
- An NAB witness will testify as a public witness, for not exceeding 30 minutes. Time spent in cross-examination of this witness will not count against the 30-minute limitation.
- Affirmative case against grant will be presented by the Connecticut Committee and Stanley-Warner, Loew's, Connecticut Theatres, Manchester Drive-In Theatre Corp. and Outdoor Theatres Corp.
- Rebuttal will be allowed RKO General.
- Summations by counsel for applicant, for respondents and for Broadcast Bureau, 30 minutes each.

In actions last Thursday, the FCC denied two petitions involving on the one hand intervention as parties and on the other requests that the program issue be enlarged.

Asking to be made parties were Zenith Radio Corp. and Teco Inc. Zenith is the Chicago radio-tv manufacturer which developed the Phonevision system of subscription tv. This is the system proposed to be used in the Hartford test. Teco holds the license for Phonevision, granted by Zenith, and is planning to aid in the programming and technical aspects of the Hartford test.

The petition to enlarge or clarify the issues was submitted by the theatre groups. The most significant request was that RKO General be required to detail in more particular the programs it plans to broadcast for pay from its Hartford station.

O'Neil Only Witness ▪ Only one witness initially will be called by RKO General, W. Theodore Pierson, counsel for the company, said last week. This will be Tom O'Neil, president of RKO General. If additional witnesses are needed for rebuttal, Mr. Pierson said, they will be presented.

Assisting Mr. Pierson at the counsel table will be two members of his firm, Pierson, Ball & Dowd. They are Vernon C. Kohlhaas and William S. Green.

The theatre group also plans to present witnesses, Marcus Cohn, counsel for the opponents, said last week. Mr. Cohn, of the Washington law firm of Cohn & Marks, will be assisted by Martin J. Gaynes of his office.

The FCC's Broadcast Bureau team

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In fact, a normal amount of stress is actually a good thing. For example, if you get "keyed-up" over an interesting or challenging job, you may do your work more effectively.

But prolonged or intense stress—caused by too much work or worry or anxiety—can threaten health.

That's because continued stress upsets some of the body's chemical processes. In particular, severe or persistent stress causes overactivity of certain glands that produce hormones.

If this glandular overactivity is continually triggered by stress, it may upset almost every system of the body. And this may lead to illness.

If you find that it's difficult to relax or "take things easy" or get a good night's sleep, chances are you're under too much stress. And it's up to you to learn how to handle your tensions. Here are some ways to help you:

When your work load seems overwhelming, remember that some things can almost always be set aside until later. Concentrate on one particular job. That way your work will go faster and you'll be under less strain.

When tense and upset, try physical activity. It helps relieve tenseness so that you can come back and tackle irritating problems more calmly.

Talk out your troubles—with your clergyman or family doctor or with an understanding friend. Getting things "off your chest" prevents a lot of unnecessary emotional stewing.

Have regular medical check-ups. If you keep physically fit, you'll have more zest for living and be able to take stress and handle tensions more easily.

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will be led by Louis C. Stephens who will have the following at his side: Sol Schildhause, attorney; H. H. Goldin, economist, and John Taff, engineer.

NAB's witness will be Charles H. Tower, television vice president of the broadcasters association. He will be accompanied by Douglas A. Anello, chief attorney for NAB.

Tv stations protest catv initial grants

The controversy between tv stations and community tv systems has taken a new tack. This involves a number of applications for microwave relays to carry tv signals from big cities to catv systems in smaller communities. The FCC currently has scheduled for hearings applications for construction permits filed by six microwave companies. All of the applications were protested by tv stations following initial grants.

In each case, the microwave firms have proposed carrying the signal of a "foreign" tv station to a community antenna system to furnish additional tv service to individual towns and cities. And, in each case, these propositions have been protested by tv stations which serve these towns and cities.

The tv stations involved have protested to the commission on several issues. Their arguments, however, are common in one major respect—the aspect of what impact the microwave relay system will have on the economy of the station.

Currently in the commission's hearing hopper is the case of Idaho Microwave Inc., Kimport Peak, Idaho, which is seeking to build a relay system to transport the signals of Salt Lake City tv stations to Twin Falls, Idaho. The protestant in this proceeding is KLIX-TV Twin Falls. A prehearing conference was held Thursday (Oct. 20).

Another prehearing conference was held Thursday, this one involving Mesa Microwave Inc., Oklahoma City, Okla., which proposes a relay system to carry the signals of Jacksonville, Fla., tv stations to Tallahassee, Fla. Protesting such a grant is WCTV (TV) Thomasville, Ga., which serves Tallahassee. This is set for further prehearing Thursday (Oct. 27).

In Texas, too ■ The East Texas Transmission Co., Tyler, Tex., is scheduled for hearing tomorrow (Oct. 25) on its application to carry the signals of Fort Worth and Dallas stations into Tyler, Jacksonville and Palestine, all Texas. The party in this hearing is KLTV (TV) Tyler. On Thursday (Oct. 27) a prehearing conference will be held concerning the application of Carter Mountain Transmission Corp., Cody, Wyo., to take the signal of KTWO-TV Casper, Wyo., into Riverton and Lander, both Wyoming. KWRB-TV

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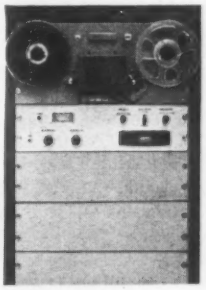

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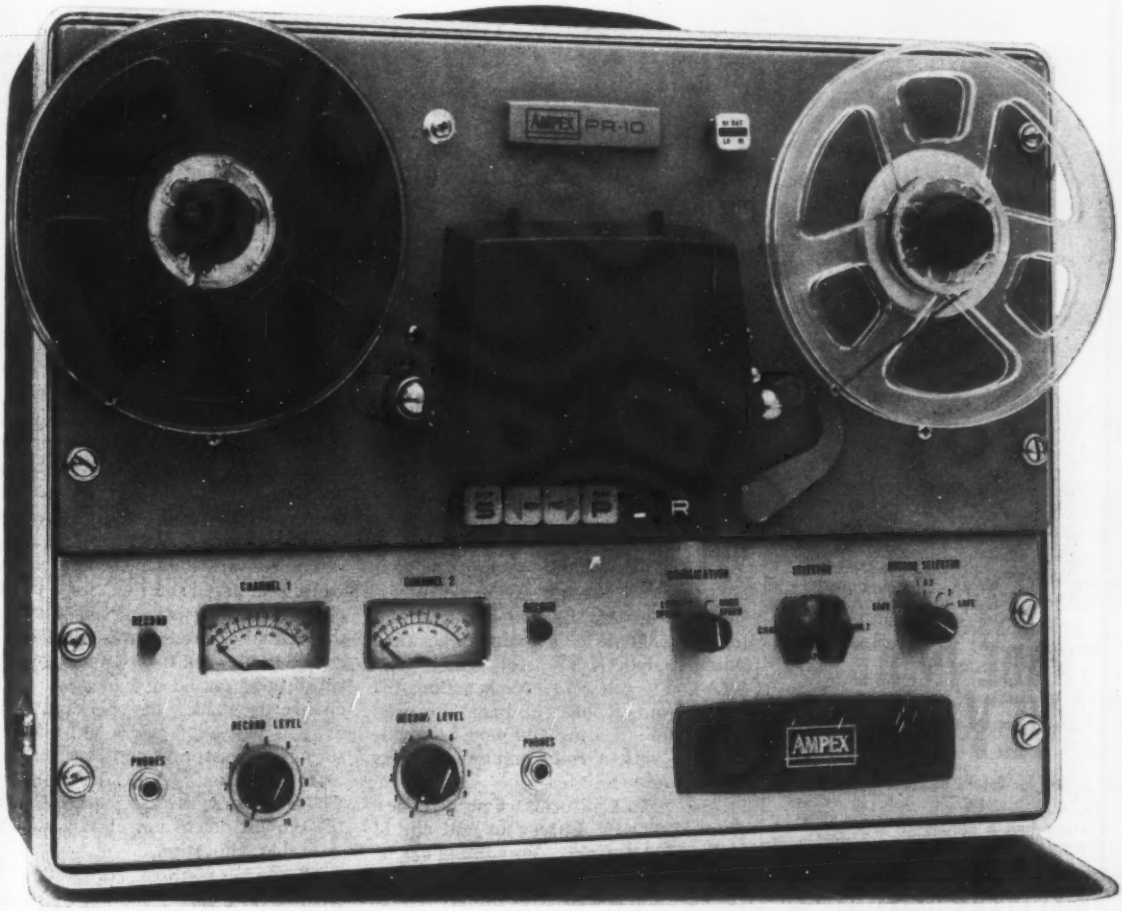

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Riverton is the protestant.

Southern Transmission Corp., Palm Beach Gardens, Fla., is set for a prehearing conference Friday (Oct. 28) on its proposal to move the signals of Palm Beach and Miami tv stations to Fort Pierce and Vero Beach, Florida. WTVI (TV) Fort Pierce is the interested party in this instance. The case of New England Microwave Corp., North Adams, Mass., to take the programs of WPIX (TV) New York into Richmond and Athol, both Massachusetts, will have Springfield Television Broadcasting Corp. on hand as a party. Springfield is the licensee of WRLP (TV) Greenfield, Mass., and holds a cp for a translator in Athol. This case will be heard Oct. 31.

Springfield Television, in addition, has protested to the commission concerning the application of Claremont TV Inc., Claremont, N.H., for a vhf tv repeater station. Asking that the application be designated for hearing, Springfield said that a vhf repeater should not be allowed to invade a market that is almost wholly a uhf operation. WRLP (TV) has a translator in Claremont and told the FCC that "reintermixture" of the area would cause grave economic harm to its translator, to other uhf translators in the area, and to other tv stations.

AMST restates its opposition to drop-ins

CALLS FOR INCREASED USE OF UHF AND MORE VHF SPACE

Strong opposition to any change in mileage separation between tv stations was voiced once again by the Assn. of Maximum Service Telecasters.

Pending a long range television allocations policy, it would be premature to reduce mileage separations, the AMST board said last week.

The board, meeting in Washington Oct. 18, adopted a formal resolution which calls on the FCC to maintain existing vhf station service areas and to press for the increased use of uhf "side by side with, but not in substitution for, vhf television."

The resolution also called on the FCC to obtain additional vhf spectrum space for television "from some source."

In discussing the future of uhf, AMST stated that uhf television has the potential of operating effectively, on a long range basis side by side with existing vhf television. AMST said it "vigorously supports" (1) enactment of legislation to require that all tv receivers be equipped to receive both vhf and uhf signals; (2) the New York City uhf experiment; (3) all other programs for the development of uhf alongside vhf.

If despite these protestations the FCC decides to issue grants at less than present minimum co-channel and adjacent channel mileage separations, AMST urged that such drop-ins be made under a pre-planned policy.

The station organization suggested again what it had proposed earlier this month in its comments on the FCC's vhf drop-in rulemaking—that the FCC designate the drop-ins and the markets where the extra vhf channels are to be allocated. This will circumscribe the number of drop-ins to those cities which absolutely require this move, it said.

The AMST board also voted to take a strong stand in opposition to the implied jurisdiction over radio and tv towers assumed by the Federal Aviation Agency. The board authorized its staff to file comments in the pending FAA rulemaking upholding the FCC's primary and final jurisdiction over radio and tv towers. AMST expressed the fear that a non-FCC agency might impair the tv allocations table if it took over the right to say whether or not a tv tower's site or height was proper.

A report was also made to the board on AMST's participation in a number of technical projects, including: joint propagation studies with Iowa State U., uhf studies using its own mobile test units, and, through member stations, its cooperation with committees working on the New York uhf test.

Jack Harris, KPRC-TV Houston, Tex., presided over the meeting of the AMST board.

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FCC requested to change several tv assignments

Requests to amend the tv table of assignments hit the FCC last week from many quarters. One such request came from ch. 10 KERO-TV Bakersfield, Calif., asking that city be made all-vhf. The commission is presently considering rulemaking to deintermix Bakersfield as an all-uhf market.

KERO-TV told the commission that chs. 8 and 12 are now available for assignment in the Bakersfield area and that they should be given to Bakersfield stations KBAK-TV (ch. 29) and KLYD-TV (ch. 17). Such action, the station said, would eliminate the need for a public hearing and would provide the city with a full compliment of tv channel service.

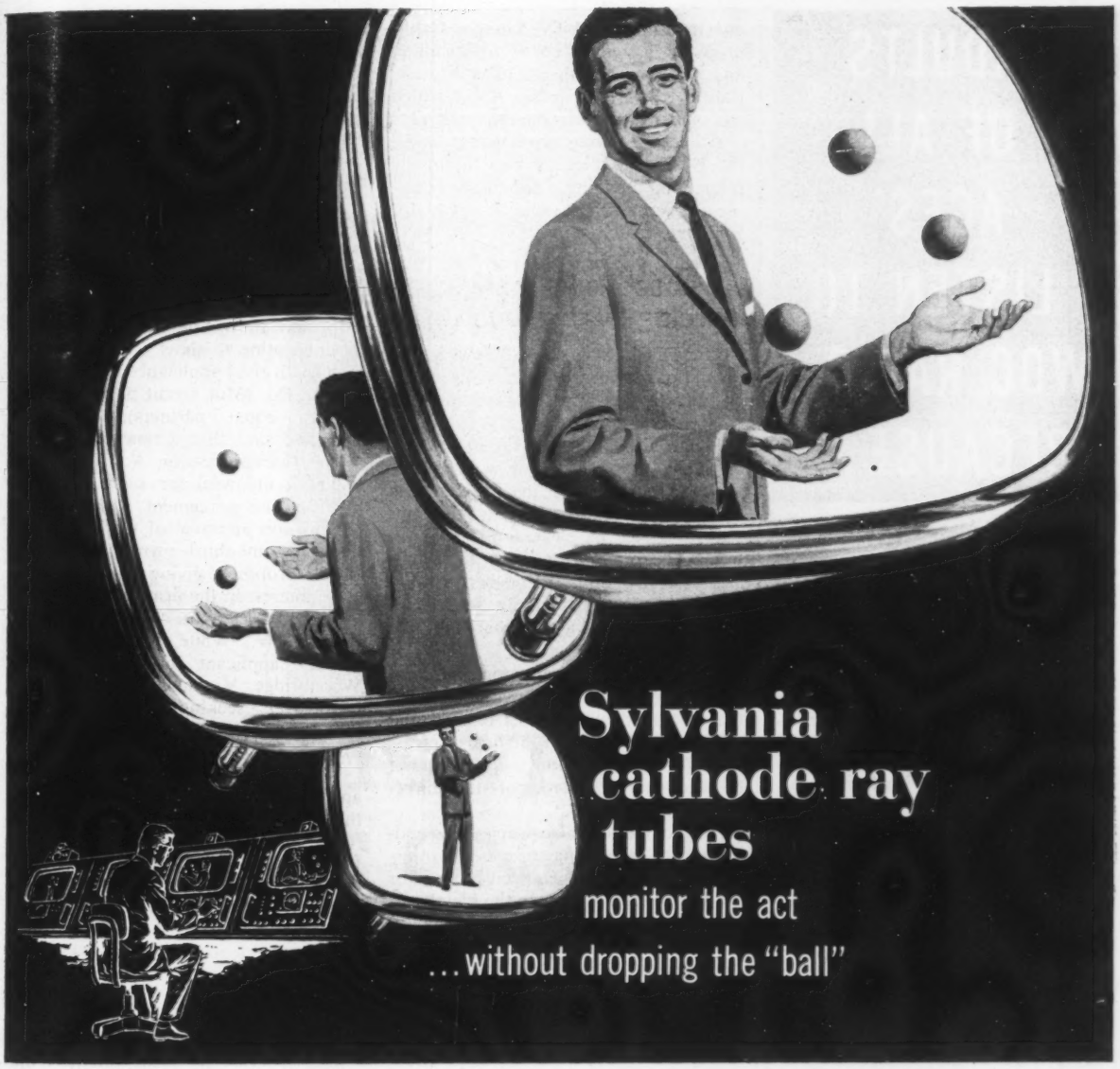
Also from California came a request from KVIQ-TV Eureka to add ch. 11 to Fort Bragg Calif. Fort Bragg has no tv allocation, the station reminded the commission, and receives little tv service from the surrounding area because of mountainous terrain. If ch. 11 is added to Fort Bragg, KVIQ-TV said it would apply for a station there.

WMTV (TV) Madison, Wis., asked the commission to add ch. 15 to that city in place of ch. 33. Such a move, the station said, would entail deleting ch. 15 from Richland, Wis., and substituting ch. 40. WMTV presently operates on ch. 33 in Madison and wants to move to a low-band uhf frequency.

The Newark Public Schools, Newark, Ohio, also asked the FCC for a channel change. As an educational allocation, the school district wants ch. 28 reassigned to Newark from Lancaster, Ohio, substituting ch. 68 in Lancaster. If the change is made, the Newark Public Schools will apply for a uhf translator to rebroadcast programs of the Ohio State U. station, WOSU-TV Columbus. Ch. 60 is presently assigned to Newark; the request noted, but ch. 28 is a more desirable allocation.

Meanwhile, three oppositions to putting ch. 9 into Redding, Calif., have been filed with the FCC.

Under proposed rule-making issued



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EXCLUSIVE NATIONAL REPRESENTATIVES

NBC

last month, KIEM-TV Eureka, Calif., proposed assigning ch. 9 to Redding, and replacing it with ch. 13 at Alturas, Calif. KSUE Susanville, Calif., filed a counter-proposal to put ch. 9 there.

All three filing comments urged the FCC to put ch. 9 into Susanville instead of Redding. Submitting comments were KSUE, ch. 7 KVIP-TV Redding and ch. 12 KHSL-TV Chico.

Proposed rule change wording 'ambiguous'

The FCC's proposal to allow tv and fm stations to measure their power output directly has won tentative approval from several sources.

Electronics Industries Assn., which originally asked for such rulemaking, told the commission that it supports the proposals but asked that "ambiguous" language be cleared up. EIA, as well as RCA, complained that the standards set for the direct measurement method proposed "unduly severe requirements" and asked that they be somewhat relaxed.

CBS, also commenting on the commission's proposed rulemaking, stated that it agreed with the EIA stand and added that the indirect method of measuring power output now used should not be excluded in favor of the direct method.

The commission also proposed amending the rules relating to color tv transmission to clarify the specifications for the frequency response in the vicinity of the color pass band. In this instance, EIA again told the commission that its language was ambiguous. RCA, also commenting on the color tv proposal, again said that the standards were too restrictive and should be relaxed.

FTC's payola consent decrees now total 81

Ten more record distributors have signed consent orders with the Federal Trade Commission, promising to give up payola.

This brings to 81 the number of companies which have signed consent judgments in the FTCs campaign against under-the-table payments to disc jockeys to get their records played on the air.

The consent orders prohibit the practice, unless such payments are made public.

In the latest batch — seven were signed last week and three the week before—three are New York firms and three Detroit. The agreements are for settlement purposes only and do not constitute admissions of violations.

The companies are: Rank Records of America Inc., Malverne Distributors Inc. and Mayfair Distributors Inc., all New York; S&S Distributing Co., ARC Distributing Co. and Cadet Distributing Co., all Detroit; Joseph M. Zamoiski Co., Baltimore; Hit-Record Distributing Co., Cincinnati; Peacock Record Co., Houston, and Starday Recording & Publishing Co. and Starday International Sales Co., Madison, Tenn.

The FCC last week...

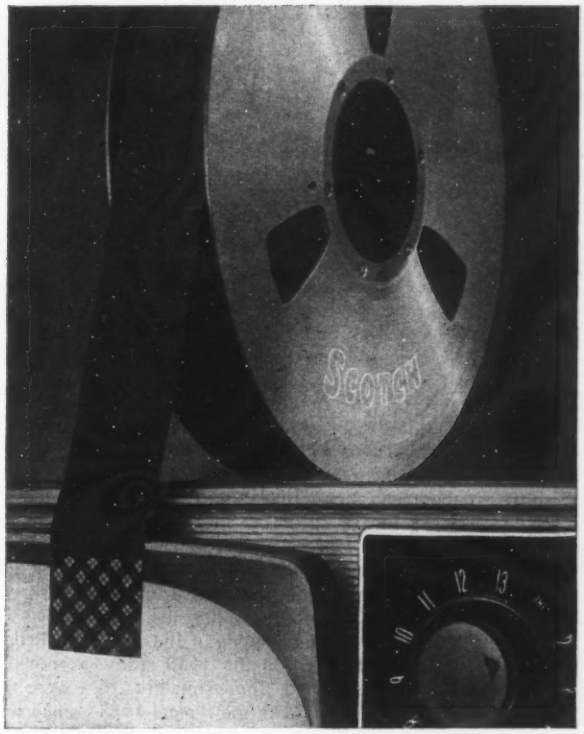
▪ Saw Hearing Examiner Thomas H. Donahue turn down a request by Interurban Broadcasting Corp., an applicant for a new am in Laurel, Md., to amend its application to show a merger agreement with rival applicant Laurel Broadcasting Co. (Milt Grant and James R. Bonfils, equal partners). Examiner Donahue said that a new amendment to the Communication Act. (Sec. 311) makes it unlawful for such applicants to reach an agreement without prior commission approval of the terms. Interurban, one-third owned by Robert Blum, proposed giving Milt Grant a 10% interest in the firm. Also involved in this docket are S&W Enterprises Inc. (Carroll W. White, principal stockholder), applicant for a new am in Woodbridge, Va., and WJWL Georgetown, Del., seeking new facilities on 900 kc, the frequency applied for by the other applicants.

▪ Amended its order requiring that applications awaiting processing include the engineering showing required by some new revisions in the application form (Sec. V-A of form 301). After a request by the Assn. of Federal Communications Engineers, the deadline date for amending these applications has been extended to Jan. 10, 1961. Originally, the applications were to have been changed by Oct. 25.

▪ Continued in hearing two applications for ch. 8 in Christiansted, St. Croix, V. I. The firms involved are presently working out a merger agreement. Involved are Radio American West Indies Inc., headed by Hazel M. Higdon, and Supreme Broadcasting Co. of Puerto Rico, Alfredo R. de Arellano, president. A new firm resulting from the move, of which Supreme will own 60% and Radio American 40%, will apply for the available channel. The firms have petitioned the commission to dismiss the application of Radio American and approve the consolidation.

Government brief...

New law book ▪ Federal Legal Publications Inc., N. Y., announces the publication of "Copyright and Antitrust," by Joseph Taubman, member of legal department of Columbia Pictures Corp., as Vol. No. 4 of its Trade Regulation Series. The book considers the role of copyright in relation to American antitrust law. Price: $8.50.



WHY IS VIDEO TAPE MADE ONLY BY 3M?

When the first video recorders were introduced in 1956, there was a big "if." Video recording would revolutionize the television industry IF someone could make a magnetic tape that would meet its fantastic demands for quality and durability.

This meant a tape with an essentially perfect oxide coating that would hold up under tremendous operating pressures, heat and tension under repeated use. This, then, would result in cutting production costs for TV commercials in half, provide perfect rehearsal conditions, eliminate fluffs and insure a "live-looking" finished product. In short, it meant doing the nearly-impossible.

3M did it . . . and when the daylight saving time deadline of April 27, 1957, brought demands for video tape in quantity, 3M did it again.

What made the difference? Experience and research. 3M had 50 years of experience in precision coating processes. 3M pioneered in magnetic tape manufacture.

After three years, 3M remains the only commercial manufacturer of video tape. While others try to make a workable video tape, 3M can concentrate on further advances in "SCOTCH" BRAND, the tape that is already time-tested.

MINNESOTA MINING AND MANUFACTURING COMPANY
. . . WHERE RESEARCH IS THE KEY TO TOMORROW

3M COMPANY

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How tv captured the young audience

BEFORE-AND-AFTER-TV SURVEYS SHOW THE SWING FROM OTHER MEDIA

Television is the No. 1 mass medium of young people in Des Moines, according to a newly-released study of the mass media preferences of public school children there.

The study, a State U. of Iowa doctoral thesis by William S. Baxter, associate professor of journalism at Ohio U., Athens, Ohio, is based on a comprehensive survey of pupils in grades 5, 7, 9 and 11 and their parents in Des Moines that he made in February 1958. It parallels and makes comparisons of findings with a similar doctoral study made there in February 1950 (before television) by Paul Lyness now president of Gallup & Robinson, Princeton, N. J.

The Baxter report found that Des Moines young people:

- Spent a major part of their uncommitted time with the mass media.
- Spent a major part of their time devoted to mass media with tv.
- Gave less attention to most of the other mass media since the advent of tv.
- Overwhelmingly preferred content that entertained to content that informed.
- Of content that entertained, preferred action and violence, light or humorous material, music and sports.
- Indicated that since 1950 their interest in sports content had declined and their interest in "horror" content had increased. In many cases they stayed up later than their usual bedtime to watch "horror movies" on *Shock Theatre*.
- Ranked the printed media (newspapers and news magazines) relatively low as far as accuracy and their preferred-news sources were concerned.

The Baxter report found that television was responsible for an over-all increase in the attention given to the mass media by the school pupils in the 1958 study as compared to the 1950 study. Television occupied approximately 26 of the 36 hours a week the typical 1958 pupil devoted to the three chief mass media—tv, radio and newspapers. Radio rated 8¾ hours, newspapers 2½ hours.

In 1950 the typical pupil devoted 15 hours a week to radio and 2 hours 50 minutes to newspapers. Movie attendance dropped from once a week in 1950 to once every three weeks in 1958, Prof. Baxter said. The number of magazines read regularly dropped from approximately 1.5 in 1950 to 0.8 in 1958. Magazines read once in a while dropped from 1.3 to 0.9 in 1958. The number of comic books read dropped from 4-6 a week in 1950 to 2-4 a month in 1958.

Culture Rates Low ▪ The proportions of students in both studies who indicated a preference for serious entertainment and information content were so small in many instances that it was difficult to determine whether there had been any significant increase or decrease since 1950, Prof. Baxter said.

Proportions of those who preferred books about art, literature and music were found to be smaller in 1958 than they were in 1950. The same trend was evident with respect to those who preferred news, talks, forums and religious programs on radio and news content in newspapers.

Television's prestige rated high in all categories of the Baxter study. Not only was tv the medium the typical student placed the most credence in, but it was the medium from which he preferred to get his news and the medium he preferred to retain if he had to give up all mass media but one, Prof. Baxter said. "However, as the respondents got older, television's prestige declined while newspaper's prestige increased," he reported (see table this page).

Prof. Baxter's study was based on completed questionnaires returned by 2,306 students, almost equally divided by sex and grade, and by 1,633 parents. The student questionnaire was designed to obtain information concerning the amount of attention paid to the mass media, preference for media content, evaluation of the media and demographic data. The parent questionnaire was designed to obtain additional information concerning the children's tv behavior, including parental control over tv, information about the parents' tv behavior and background data. Dr. Lyness' study in 1950 was based on 1,200-plus completed questionnaires of pupils in the same four grades, he said.

The typical young person spends approximately 30 hours a week in school, Prof. Baxter said, another 56 hours sleeping and about 15 hours at meals. This leaves only 67 hours a week "uncommitted," he said, of which tv, radio and newspapers account for 36 hours.

How young people rated mass media before and after tv in Des Moines

(Figures are percentages)

Grade in school:	Five		Seven		Nine		Eleven	
Year of survey:	1950	1958	1950	1958	1950	1958	1950	1958
Medium rated by respondents as being most accurate								
Television		43.6		41.8		36.6		32.5
Radio	50.3	19.4	37.4	17.1	28.2	17.0	20.1	12.0
Newspapers	27.4	21.0	24.1	23.5	19.4	19.8	12.7	24.1
Movie newsreel	21.0	13.5	37.4	15.0	50.8	21.1	63.2	22.0
News magazine	1.3	2.5	1.1	2.6	1.6	5.5	4.0	9.4
Medium respondents preferred to keep if they had to give up all but one								
Television		68.0		56.0		45.8		37.7
Radio	46.6	8.8	39.9	12.7	55.9	23.9	61.0	29.1
Books	8.4	10.0	9.2	15.8	8.8	13.5	13.3	15.4
Movies	29.5	7.9	36.8	8.3	24.5	10.4	13.0	8.0
Newspapers	4.3	1.8	4.4	3.1	7.5	2.2	6.0	6.7
Magazines	2.8	0.9	2.8	2.4	1.0	2.5	5.0	2.4
Comic books	8.4	2.6	6.9	1.7	2.3	1.6	1.7	0.7
Preferred sources of news								
Television		57.0		52.0		45.2		42.8
Radio	51.9	19.2	44.9	20.6	45.9	27.5	46.5	22.1
Newspapers	29.2	18.3	33.4	24.4	35.8	22.4	33.3	31.7
Movie newsreels	16.4	4.1	20.6	2.1	16.6	3.0	16.8	2.1
News magazines	1.9	1.2	0.8	0.7	1.0	1.9	2.7	0.9
Where respondents got most of their news about national politics								
Television		42.0		54.7		53.7		47.2
Radio	47.2	12.7	44.0	12.4	43.4	17.0	47.1	14.8
Newspapers	26.9	13.4	28.6	19.7	30.0	19.5	37.1	27.5
Movie newsreels	14.1	2.4	15.5	1.4	16.1	1.8	10.0	1.3
News magazines	0.7	1.5	1.8	0.9	2.4	1.4	1.7	1.8
Where respondents got most of their news about Des Moines								
Television		54.4		48.8		37.5		29.3
Radio	59.0	22.9	51.0	23.8	49.0	38.4	41.5	37.2
Newspapers	39.4	22.1	48.4	26.9	50.3	24.1	57.1	32.1

Note: Sample in 1950 was 1,200-plus; 1958, 2,300-plus.

The Baxter study found that of the students who completed questionnaires, 97.6% came from television homes and 24.1% had two or more tv sets in their home. Of all student respondents, 96.9% had one or more radios in their homes (75% were multi-set homes), while 58.4% had their own personal radios.

Parental Responsibility ▪ The young person of today is growing up more a spectator than a participant, Prof. Baxter noted. But through the mass media, and especially tv, his awareness of the world around him has expanded far beyond the knowledge horizon of the youngster of 1900 who never saw a political convention, an opera or a presidential inaugural and who had only a vague idea of how hard a great prize fighter could hit. However, "parents have the ultimate responsibility for the mass media behavior of young people," Prof. Baxter said.

Parents "are responsible for what the child views, hears or reads in the media, and, to a certain extent, for the content of the media," he claimed.

"Giving a child the chance to develop properly so that he will come with a healthy appetite to the mass media is a grave responsibility for parents," Prof. Baxter said. "However, they also have the responsibility for what he selects from the mass media. Parents should take the trouble to point out to their children some of the better programs they can see or hear on television and radio, the better books and magazines they can read, better examples of reporting by the press.

"This should be done so the young people can find out that television is not all western or detective shows, all radio is not rock and roll music, all magazines are not pulps, or all books are not based on violence and sex.

"Parental example is very important. If parents are indiscriminate and nonselective in their viewing, reading and listening, then their children are likely to view, read and listen indiscriminately," he argued.

Let Media Know ▪ Prof. Baxter contended parents also have the responsibility of letting the executives of the mass media know their preferences in media content. He agreed with other educators in the communication field that there are hundreds of men and women in important positions in media who are hungry for encouragement when they push standards up a little or try something new at a higher plane.

Prof. Baxter said all media must join in a cooperative effort to show young people how each medium works, what each can be expected to accomplish and what "the impact of each medium is on the individual and his role as a citizen." He felt closer cooperation between media and the schools would help provide a start toward these goals.

Prof. William S. Baxter has been active in Ohio U.'s radio-tv and news instruction since 1955. School has operated its own closed-circuit tv system for four years; has radio station (WOUB) on air 17 hours daily. His closeness to both students and broadcasting led to the study.

"The television industry should assume more responsibility in both the information and entertainment process better to earn the esteem it now enjoys," he asserted.

"The Baxter study showed that the typical Des Moines student in 1958 spent from 3 to 3¾ hours a day viewing tv on weekdays and Sundays and from 5 to 5¾ hours on Saturdays, for a total of nearly 26 hours a week. (He noted this survey was made in February, when the young people probably spent more time indoors, but it was done then to be comparable with the 1950 Lyness survey.)

Respondents in the lower grades watched tv more than those in the upper grades. On schools days the typical pupil in grades five, seven and nine watched tv from 3 to 3¾ hours a day while the typical pupil in grade 11 watched only 2 to 2¼ hours.

Radio listening was still a daily habit with students in 1958, but less than in 1950, the study showed. In 1958, 56.2% said they listened seven days a week. In 1950, 83% said they were seven-day-a-week listeners. Respondents in the upper grades, however, spent more time with radio than those in the lower grades. The median time all respondents said they listened to the radio on school days was between 1 and 1-¼ hours, rising from about 30 minutes in grade five to betwen 2 and 2¼ hours in grade 11. In 1950, the typical student listened about 2¼ hours in all four grades.

TV'S OWN ANSWER TO TV COMPLAINTS

New syndicated series grew from protests over old one

You can ignore criticism, but it doesn't always go away. Sometimes you can quiet it down and even turn it in your favor if you face it.

This is how it turned out when WEWS (TV) Cleveland reacted sensitively to parents' complaints about *The Three Stooges*. The syndicated series has been amusing young WEWS viewers since January of last year and still is, with a dozen participating sponsors in the late afternoon strip.

When parents wrote to protest the *Stooges'* rough-housing and other tv "offenses," WEWS picked up the complaints and put authoritative discussions of them on the air. From these has evolved another syndicated series soon to be put on the market by UPI Movietone, a 26 quarter-hour tape series made by WEWS and the Gesell Institute of Child Development, New Haven, Conn.

The project started last February as *Your Child and Tv*, answering criticism of the *Stooges*, but it picked up momentum and broadened in scope until it became *Your Child and You*. In its present form the series will be UPI Movietone's first venture beyond the news and sports staples syndicated regularly to stations. Both UPI and WEWS are part of Scripps-Howard sphere.

Go to the Source ▪ The WEWS project was born one day last winter when WEWS General Manager James C. Hanrahan had seen just enough *Stooges* mail to know what had to be done. Don Perris, his assistant general manager, was dispatched to New Haven with a cameraman for a Gesell report to anxious parents. There he sat down with Louise Bates Ames (PhD.), the institute's director of research and coauthor with Frances L. Ilg, M.D., of the syndicated column, "Child Behavior," and the parents' manual by the same title.

Mr. Perris went back to Cleveland with five 8-10-minute filmed conversations with Dr. Ames. The reports dealt with specific complaints and queries WEWS had received covering violence, sex, morals, viewing discipline, eyesight and other topics, with no attempt to "whitewash" tv. The films were inserted in regular shows during the day and early evening.

One entire segment deals with *The Three Stooges*. Mr. Perris prefaces this interview with a statement that WEWS had more than 200 letters on the subject in recent months from worried parents and groups. Mr. Perris and the child expert spent the session

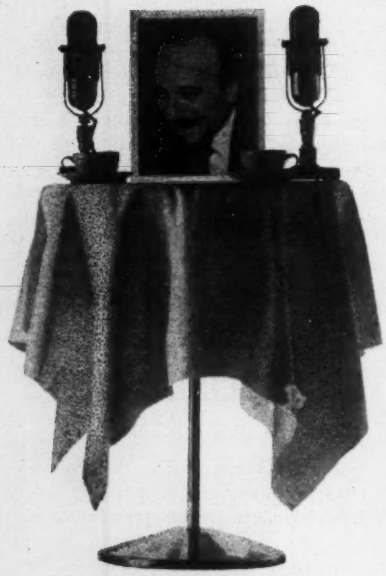
Donald Perris (l), assistant general manager of WEWS (TV) Cleveland, and Dr. Louise Bates Ames of Gesell Institute discuss topics of tv's influence on children for new series being syndicated by WEWS and UPI.

developing the question, "Are they [*Stooges*] harmful?" Dr. Ames gives a basic "no" and goes on to specifics about children imitating *Stooges* antics and what to do about exceptionally impressionable viewers. She observes that "television fortunately is its own corrective, in a way, because it offers a gorgeous punishment. You can just say, 'If you're going to keep making those sounds, you can't watch *The Three Stooges* for another week.' "

In the course of the original tv conversations, Dr. Ames voices criticism of her own. She counsels against making television the scapegoat where parental responsibility has lapsed. On the other hand, she asks television not to sacrifice program quality for popularity.

Reaction ▪ The tenor of WEWS' mail changed. Plaudits replaced complaints. Newspaper critics were enthusiastic and disquieted *Stooges* sponsors were reassured. Dr. Ames went to Cleveland for more interviews, co-produced by the station and the institute, broadening the subject to general child psychology. *Your Child and You* covers drinking, divorce, career guidance, toys, problem children, reading, working mothers, sex education, discipline, adolescence, etc. Each program treats the day's topic in depth and then goes on to a shorter "pepper session," covering a variety of topics. Ernest Sindelar, operations director of WEWS, handled production and Earl Keyes, station program supervisor, directed.

WEWS showed the tapes to advertisers before entering *Your Child and You* on the schedule at 10:45 a.m. each Friday. UPI will offer the 15-minute format nationally as a three-commercial vehicle (60-seconds each) or for use in shorter takes.



MITCH MILLER

Joining Mitch Miller and guests at his table can be a pleasant and profitable move for an advertiser. Listeners find the combination of Mitch, music, glittering guest stars and a no-holds-barred discussion of the entire entertainment world fascinating fare. This special "inside show business" flavor gives sponsors the inside track to a large and interested audience. In all radio, Mitch Miller is the kind of company you keep...

ONLY ON CBS RADIO

Lawyers give producers some welcome news

SPONSOR ID RULES DON'T APPLY TO THEATRICAL FILM

Television film producers were given some good news last week. They were told that the new sponsor identification laws do not apply to film production begun before Sept. 13.

They were told also the new laws do not apply to feature films for theatrical exhibition, notwithstanding that at some future date these motion pictures might be shown on tv.

These guidelines were submitted to eight Hollywood tv film production companies by their Washington counsel last week. They came to light when the law firm, Haley, Wollenberg & Bader, submitted them to the FCC in line with the requests made by the FCC staff when it met with tv film producer representatives last month (BROADCASTING, Sept. 26).

In a 23-page legal opinion on the effect of the revised Sec. 317 and the new Sec. 508 of the Communications Act, the law firm told its clients that:

▪ Tv films begun before Sept. 13 and finished after that date do not fall under the new statutes.

▪ Feature films made for theatrical exhibition do not come under the bans, even though they may subsequently be sold to tv.

▪ The penalties are not retroactive.

Props Okay If ▪ The legal opinion also maintained that the use of props or services by producing companies do not require adherence to the identification laws—unless they are shown or used as an advertising plug.

The opinion was sent to Allied Artists, Columbia Pictures, MGM, Paramount Pictures, Twentieth Century-Fox, United Artists, Walt Disney Productions and Warner Bros.

They were also submitted to the Motion Picture Assn.

The revision of Sec. 317, and the

adoption of Sec. 508, were made by the Congress this past summer and became effective Sept. 13 after being signed by the President.

The new Sec. 317 broadened the sponsorship identification laws by requiring broadcasters to make every effort to determine payola and plugola practices by program suppliers.

Sec. 508 instituted a criminal penalty ($10,000 or one year or both) against providers of programs for broadcast purposes who failed to disclose to the broadcaster the information required in Sec. 317.

The FCC has indicated that it plans to solicit suggestions from film producers and other program suppliers before it adopts rules to implement the new laws.

IATSE makes demands for wages and royalties

A wage increase of 25% for all below-the-line workers employed by producers of films for theaters or television has been asked by the International Alliance of Theatrical Stage Employes (IATSE) and other basic craft unions in advance of negotiations for a new contract to succeed the one that expires Jan. 31, 1961.

The unions are also asking the producers to agree not to make any films outside the continental United States during the term of the new contract which is proposed to run for 21 months or until October 1962. Other demands include a substantial boost in the employers' present contribution of 9½ cents per man hour to the motion picture industry's health, welfare and pension fund and royalties for all post-'48 theatrical motion pictures released to television. Negotiations will be conducted jointly by the Assn. of Motion Picture Producers and the Alliance of Television Film Producers with the union. The first meeting is expected to be held early next month.

UPI syndicates UN documentary program

UPI Movietone, New York, picked the lively United Nations General Assembly meeting as the subject of its first U.S. spot documentary, being distributed starting today (Oct. 24). It's titled *"The 15th General Assembly—the First 25 Days."*

The 16 mm, half-hour film is scored and narrated in English and Spanish. The Spanish-language feature represents another first for the syndicator, which has been distributing its regular English track news-sports features in Spanish-speaking countries. The UN crisis documentary is being sold at rates made possible, UPI says, by its worldwide circulation; They start at $50 for areas up to 100,000 population and range up to $100 for areas over 500,000.

UPI has done spot documentary work before in foreign bureaus, but this is the initial domestic effort beyond the weekly news and sports staples. The service also is adding a Spanish track this year to its yearend reviews in news and sports.

Best historical programs

Broadcast Music Inc., New York, and the American Assn. for State and Local History are offering a $500 prize to the radio or tv station that produces the best program with dealing with state or local history.

The competition is open to any station in the U. S. and its possessions and a cooperating state or local historical society. The historical agency that works with the winning station will also receive a $500 award. Last year's winner was WSB Atlanta in cooperation with the Atlanta Historical Society for "so well remembered." Entries for the 1960 contest should be submitted to the American Assn. for State & Local History, 816 State St., Madison 6, Wis., no later than Jan. 15, 1961.

Metropolitan's 'Operation White Tiger'

Metropolitan Broadcasting Corp., New York, is nearing the end of a "big game" mission, which will result in the gift of a rare white tiger to the children of America. The White Tiger of Rewa, one of a total of four in captivity in the world, will be given by Metropolitan Broadcasting to the National Zoological Park in Washington, D. C. President Eisenhower is expected to accept the animal on behalf of the children of America. The President and John W. Kluge, president and board chairman of Metropolitan, will then present the tiger to Dr. Theodore H. Reed, director of zoo. To insure the animal's safe transportation from India, Dr. Reed left Oct. 18 for the summer palace of the Maharajah of Govindgarh in India's Rewa State where the tiger is caged. He will accompany the animal to New York, where it will be exhibited on WNEW-TV's *Wonderama* program, and then to Washington. WTTG (TV) Washington is preparing a special children's program in connection with the renowned white, blue-eyed tiger's arrival there.

CROSBY & CLOONEY

When Bing and Rosemary signed for their weekday program, Variety wrote: "CBS Radio Still Makes Like Show Biz." It's this network's tradition, of course. One that attracts audience... sells for sponsors. Here, Bing and Rosemary join personalities like Arthur Godfrey, Art Linkletter and Garry Moore to offer personal salesmanship unequalled elsewhere. In all radio, this is the kind of company you keep...

ONLY ON CBS RADIO

Advertisement

Television Views

By Tom Chauncey
Pres. KOOL Radio-TV
PHOENIX, ARIZONA

THE RIGHT MAN

The geographical magnitude of the land mass of the United States was from the outset an impediment to the comprehensive election of presidents of the country. With the population explosion outracing technology, even the completion of the transcontinental railroad in 1869, or the earlier patenting of the Morse telegraph in 1837, failed to provide adequate candidate-exposure to the voting public in America.

TOM CHAUNCEY

Notwithstanding the colossal growth of the television industry in the post capital World War II years, with TV antennas bristling across the continent like a butch haircut, presidential candidates remained inanimated and enigmatic in many of the far spread hamlets and communities within the U. S. The addition of the territories of Alaska and Hawaii, in the political complex, extended the perimeter of interest by thousands of miles, and the intelligent assessment of qualifications of presidential candidates by the national electorate was therefore more remote and unlikely.

Each era has had its "Right Man", individually and courageously stepping forward in the national interest in politics, science and social progress; Lincoln at Gettysburg, Dr. Edward Teller at Los Alamos, and the Fireside Talks of Franklin Roosevelt. In this critical year of decision, the vision of another "Right Man" Dr. Frank Stanton of CBS, has substantiated the mysticism of providence through the establishment, with the consent of Congress, of the free-time presidential debates, a goal tenaciously fought for by CBS' Dr. Stanton and his associates since 1955.

Today's presidential candidate, with credit to Dr. Stanton, is no longer inanimate or enigmatic. Every mannerism and overt attitude, every intonation and implication . . . free from editorial predjudice or committed interests . . . is revealed for the voters' personal assessment.

Dr. Stanton's successful fight for free TV-time for presidential candidates will inform more people, and more people will vote than ever before.

We strongly urge that both presidential candidates now go on record, that if elected, the incumbent will debate in the presidential campaigns of 1964.

Turn tonight to KOOL-TV, CBS CHANNEL 10, at 8:00 P.M. for "THE CANDIDATES MEET."

REPRINTED FROM THE ARIZONA REPUBLIC AND PHOENIX GAZETTE, FRIDAY OCTOBER 21, 1960.

'Twentieth Century' style football player

Sam Huff, star linebacker of the New York Giants, has been wired for sound.

The burly football player's shoulder pads were wired with microphone and transmitter to pick up his in-game comments for the kickoff episode of CBS-TV's *The Twentieth Century* series, "The Violent World of Sam Huff" (Sun., Oct. 30, 6:30-7 p.m. EST).

Most of the programs scheduled for this fourth season of *Twentieth Century* will be keyed to the contemporary. The series, which has been sponsored by the Prudential Insurance Co. of America since its inception, will devote 18 of its 26 programs to newly-filmed episodes; the remaining eight will be historical in nature. In a program entitled "Sub Killers," (Nov. 13) which shows how a Navy task group 'hunts' and 'kills' enemy submarines, Walter Cronkite, *Twentieth Century* narrator, gives an on-the-scene report from a U. S. sub.

Prudential complements each program with a free film-lending service, used mainly by educators and students, and a "Television Teaching Aid" pamphlet in connection with each program. The booklets list suggested activities, recommended reading, additional visual aids and background information on each program for use in school classrooms across the country.

AFM is certified

Certification of the American Federation of Musicians as bargaining agent for a unit of sideline and recording musicians, arrangers, librarians and proofreaders in Los Angeles was announced Oct. 5 by National Labor Relations Board. AFM received 473 votes to 408 for the intervening Musicians Guild of America, NLRB said. Involved were member companies of Assn. of Motion Picture Producers (Allied Artists Productions, Columbia Pictures, Walt Disney Productions, Metro-Goldwyn-Mayer, Paramount Pictures, Twentieth Century-Fox Film Corp. and Warner Bros. Pictures). The election was held Sept. 7-8.

Frank acquires Ullman

The Peter Frank Organization has acquired all stock of Richard H. Ullman Inc., Buffalo, N. Y., radio program sales organization.

Mr. Ullman will continue with the firm as consultant for the next five years. Marvin Kempner, executive vice-president and general sales manager for Ullman, continues in that capacity and will headquarter in Frank's new main sales offices in Time & Life Bldg., New York City. The Ullman Buffalo office, formerly headquarters, will become a branch. Another branch office is maintained in Hollywood at 5420 Melrose Ave.

The Peter Frank Organization is the former RPF Enterprises Inc. of Hollywood. The name change takes place today (Oct. 24) with Peter Frank remaining as president and chief executive officer of the successor company.

Other holdings of The Peter Frank Organization: 100% of Stars International, producer of *The Big Sound* and *VIP Radio* program services; 100% of Omar Music Co., Hollywood music publishing and music library organization, which specializes in providing themes, background music, music cues and bridges to feature film and tv film producers; controlling interest in Del Wood Assoc., New York-based advertising agency specializing in the broadcast field (which has separate management, even though Peter Frank holds controlling interest); substantial interests in Higson-Frank Radio Enterprises, radio management and consulting organization, and Broadcast Electronics Inc., manufacturer of Spotmaster cartridge equipment.

NBC public affairs series

A new series of public affairs programs on the nation's defense activities is planned for presentation by NBC-TV in the fall of 1961. Entitled *Victory*, the series, covering space, land, sea and air, will be produced with the cooperation of the U.S. Dept. of Defense. The weekly half-hour filmed shows will explore military, scientific and technological developments.

ABP
MEN WHO READ BUSINESSPAPERS MEAN BUSINESS
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MGA suit against AFM dropped

An anti-trust suit for approximately $11 million dollars filed by the Musicians Guild of America against the American Federation of Musicians, its Local 47, the television networks, television film producers and record companies one year ago (BROADCASTING, Sept. 21, 1959) was dismissed last Wednesday by Federal Judge Fred Kunzel in Los Angeles. He declared there was not merit to the action filed a year ago by MGA. The charge was that AFM, Local 47, NBC, ABC, CBS, RCA, Capitol Records, MCA, Revue and Desilu Productions had violated anti-trust laws through their collective bargaining agreements.

A new syndication film trend

Producer-sold sponsors now outnumber station-sold sponsors of Ziv-UA syndicated films, according to a report compiled last week by the firm's research department in New York.

The study shows national, regional and local sponsors signed by the Ziv-UA sales force account for at least 53% of the firm's total sales on current first-run syndicated offerings, while stations have individually purchased some 47% of the company's present programs. More than 51% of advertiser contracts were sold by stations in 1959.

The production company's research staff finds the largest single factor contributing to the new sales proportions is the increased inflow of national spot advertisers, a process that has been steadily developing over the past three years. *Sea Hunt,* a Ziv-UA property that went on the air almost four years ago, had virtually no national advertisers. But the current *Case of the Dangerous Robin* is entering the field with more than 31% of its markets consigned to national sponsors, and at least 56% of all its sales made direct to advertisers.

'Mr. Magoo' selling fast

The cartoon series *Mr. Magoo,* is a hot commodity with station sales of some $750,000 in the first week of selling reported by Hank Saperstein, president of Television Personalities Inc. With TPI Vice President Al Unger, Mr. Saperstein started a two-man selling campaign with each of them meeting a quota of a sale per day for the first week.

Cities in which the series will appear are: New York; Los Angeles; Chicago; Washington; Cleveland; Seattle; Buffalo; Salt Lake City; Phoenix, Ariz; Boise, Idaho; Miami; Jacksonville, Fla.; and Nashville, Tenn.

Television Personalities new distribution office is located at 527 Madison Ave., New York. Its *Dick Tracy* cartoon series sales will start approximately Dec. 1, Mr. Saperstein reports, with some *Magoo* stations offering to buy it sight unseen on the strength of that series and UPA Production's reputation.

Film sales...

Case of the Dangerous Robin (Ziv-UA): Sold to KXTV (TV) Sacramento; WDEF-TV Chattanooga; KMSO-TV Missoula, Mont.; KOLD-TV Tucson; KRGV-TV Weslaco, Tex.; WJRT (TV) Flint, Mich.; KOOK-TV Billings, Mont.; WDAU-TV Scranton, Pa.; KALB-TV Alexandria, and KPLC-TV Lake Charles, both Louisiana. Now in 173 markets.

The Latest 62 (Lopert Pictures Corp.): Sold to WGR-TV Buffalo; WFIL-TV Philadelphia; WCKT (TV) Miami; KRCA (TV) Los Angeles; WAVY-TV Norfolk; KPLR-TV St. Louis; WNBF-TV Binghampton; KFRE-TV Fresno; WFBG-TV Altoona, Pa; WLYH-TV Lebanon, Pa.; WWL-TV New Orleans, and WWLP (TV) Springfield, Mass. Now in 12 markets.

"Ranks #1" (Programs for Television Inc.): Sold to KTVU (TV) San Francisco; CKLW-TV Windsor-Detroit; WTVJ (TV) Miami, and WFGA-TV Jacksonville.

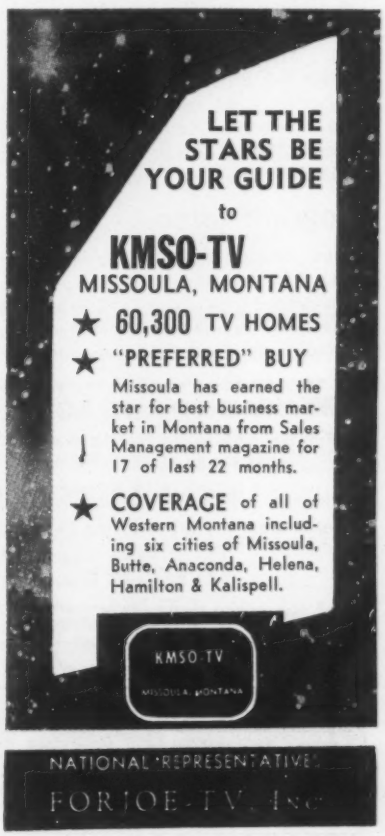
Debbie Drake Show (Banner Films): Sold to WWJ-TV Detroit; WDSU-TV New Orleans; WLOS-TV Asheville; WDAU-TV Scranton; WSB-TV Atlanta; WLBW (TV) Miami; KCRA-TV Sacramento; KOTV (TV) Tulsa; WNEW-TV New York; WISH-TV Indianapolis; WANE-TV Fort Wayne, and KATV (TV) Pine Bluff, Ark.

The Jim Backus Show—Hot Off the Wire (California National Productions): Sold to American Tobacco for WHIO-TV Dayton; WISH-TV Indianapolis; to Southwest Public Service for KSWS-TV Roswell, N. M.; Kerns Bakery Co. for WLAC-TV Nashville, and to the following stations: KGMB-TV Honolulu; WDAU-TV Scranton; KFBC-TV Cheyenne; WJIM-TV Lansing, Mich.; KREX-TV Grand Junction, Colo., and KID-TV Idaho Falls, Idaho.

UAA Features (United Artists Assoc.): WOR-TV New York; KHJ-TV Los Angeles; WVEC-TV Norfolk, Va.; WOC-TV Davenport, Iowa; WRGP-TV Chattanooga; WTVR (TV) Richmond; WTAP-TV Parkersburg, W. Va.; WOOD-TV Grand Rapids, Mich, and WSIX-TV Nashville.

Halls of Ivy (Independent Television Corp. of Canada): Sold to Canadian Broadcasting Corp. (CBC Network).

UAA Popeye and Warner Bros. Cartoons (United Artists Assoc.): KTLA (TV) Los Angeles; WTOP-TV Washington, D. C.; WFAM-TV Lafayette,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Ind.; WTRF-TV Wheeling, W. Va.; WOOD-TV Grand Rapids, Mich., and WTTG (TV) Washington, D. C.

Best of the Post (Independent Television Corp.): Sold to P. Lorillard and Bristol-Myers for alternate sponsorship on WABC-TV New York; KRCA (TV) Los Angeles; KFBB-TV Great Falls, Mont.; Assoc. Investors for WISH-TV Indianapolis; Fairway Foods, WDAY-TV Fargo, N. D., and KCMT (TV) Alexandria, Minn.; Progresso Foods, WHEN-TV Syracuse, N. Y.; and to KYTV (TV) Springfield, Mo. Also sold to KTVA (TV) Anchorage; KTVF (TV) Fairbanks; WKJG-TV Fort Wayne, and station, yet to be announced, in Spokane for Binyon Optometrists. Now in 117 markets.

Tightrope (Screen Gems): Sold to Hamm's Beer for Los Angeles; San Francisco; San Diego; Seattle; Spokane; Portland, Ore.; Honolulu; Reno; Las Vegas, and Fresno. Also sold to WTVR (TV) Richmond, Va.; KPLR-TV St. Louis; WBAY-TV Green Bay, Wis.; WHYN-TV Springfield, Mass.; WBIR-TV Knoxville; KGUN-TV Tucson; KCPX Salt Lake City; KKTV (TV) Colorado Springs, and WNEW-TV New York. Now in 48 markets.

Twentieth Century-Fox Features (including post-'48s):

(National Telefilm Assoc.): Sold to WISH-TV Indianapolis.

Dr. Hudson's Secret Journal (MCA-TV): Sold to WALA-TV Mobile; WJW-TV Cleveland; WGAN-TV Portland, Me.; KCMC-TV Texarkana; WPRO-TV Providence; WNCT (TV) Greenville, and WFMY-TV Greensboro, North Carolina; KPHO-TV Phoenix; KSL-TV Salt Lake City, and WDAF-TV Kansas City.

Program notes...

'Voice' offered ▪ *The Catholic Voice*, a weekly taped 15-minute program sponsored by St. Mary's Seminary & University, Baltimore, is being offered to radio stations. The program currently is carried by 10 eastern stations. Each program consists of a variety of capsules, including music, commentary on the Catholic Church, the Bible, lives of the saints, a short religious lecture and a question and answer period on Catholic teachings and practices.

Religious travelogue ▪ A new half-hour weekly religious series, entitled *Face of the World*, will be "one of three major projects in religious programming" scheduled for production this season by the Westinghouse Broadcasting Co. The series, which will debut in January 1961 on the five WBC tv stations, will be produced in cooperation with the National Information Center of the Jesuit Missions, New York, with Robert I. Gannon, S.J. Superior, Jesuit Missions House, as program host.

Two-year script ▪ In a broadcast project that will take approximately two years to complete, WOR New York personality Galen Drake began reading the entire standard version of the Bible on Oct. 17 (Mon.-Fri. 11:45 p.m.-midnight). Programmed as a public service, the nightly readings are expected to bring forth donations from listeners. but all proceeds from the broadcasts will be turned over to various churches in the city.

Sole distributor ▪ Durham Telefilms Inc., N. Y., will be sole domestic distributor of three WPIX (TV) New York documentaries—*The Russian Revolution, The Cold War*, and *The Secret Life of Adolf Hitler.*

On medical front ▪ Goodson-Todman Productions, N. Y., has concluded a production agreement with producer Howard Erskine and writer Larry Marks for a new half-hour suspense tv series, *Medical Detectives.* Filming is planned for a Nov. 15 start at Paramount Studios. Episodes will be based on a series of published stories by Berton Roueche dealing with the work of the nation's public health services, with the assistance of the Los Angeles City Dept. of Public Health and the U. S. Dept. of Public Health.

New short segment series ▪ Official Films, N. Y., has announced the availability of three new short segment program series for network sales. The shows are *Profile*, a five-minute series dealing wtih the lives of great people; *Do You Remember?*, a one-minute segment featuring newsreel footage testing an audience's memory of people and past events, and *Animal Land*, a five-minute children's show.

Shooting pilot ▪ Quinn Martin, former executive producer of *The Untouchables*, has created and is producing a pilot film for a new one-hour weekly series on ABC-TV. Entitled *The New Breed*, the program is based on the activities of the select 75-man Metropolitan Squad of the Los Angeles Police Dept. The series is the first created by Mr. Martin and his QM Productions under his recently-signed contract with ABC-TV to develop new series.

OCCASION

Here are the next 10 days of network color shows (all times are NYT).

NBC-TV

Oct. 24-28, 31, Nov. 1-2 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

Oct. 24-28, 31, Nov. 1-2 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

Oct. 24-28, 31, Nov. 1-2 (10:30-11 a.m.) **Play Your Hunch,** part.

Oct. 24-28, 31, Nov. 1-2 (11-11:30 a.m.) **The Price Is Right,** part.

Oct. 24-28, 31, Nov. 1-2 (12:30-1 p.m.) **It Could Be You,** part.

Oct. 24-28, 31, Nov. 1-2 (2-2:30 p.m.) **The Jan Murray Show,** part.

Oct. 24-27, 31, Nov. 1-2 11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

Oct. 26, Nov. 2 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

Oct. 26, Nov. 2 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Oct. 27 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

Oct. 29 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Oct. 29 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** Gen. Mills through Dancer-Fitzgerald-Sample.

Oct. 29 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

Oct. 30 (6-6:30 p.m.) **Meet the Press,** sust.

Oct. 30 (7-8 p.m.) **The Shirley Temple Show,** RCA through J. Walter Thompson and Beechnut through Young & Rubicam.

Oct. 30 (9-10 p.m.) **The Chevy Show,** Chevrolet through Campbell-Ewald.

Oct. 24 (9:30-11 p.m.) **The Hallmark Hall of Fame,** Hallmark through Foote, Cone & Belding.

Oct. 28 (9-10 p.m.) **The Bell Telephone Hour,** AT&T through N. W. Ayer.

Nov. 1 (10-11 p.m.) **The Dean Martin Show,** Speidel through Norman, Craig & Kummel.

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RCA'S INCOME UP; PROFITS DOWN

Big investment in data processing causes 12% profit drop

While RCA's sales in the first nine months of 1960 rose 8% over the same period in 1959, setting a record high of $1.061 billion, net profits after federal income taxes declined 12%, falling from $27.3 million to $24.1 million, it was announced Wednesday (Oct. 19). Common share earnings for the nine-month period are down 34¢ from the same period a year ago.

It's the first time in RCA's history that sales have surpassed a billion dollars for the first nine months of a calendar year, the company said. Had it not been for substantial investments to meet demands for its data processing systems, profits for the first nine months would have been at a near record level because of the performance of other major operating units of the corporation, RCA explained.

For the nine-month period of 1960, earnings per common share totaled $1.46 on 14,882,000 average shares outstanding, compared with $1.80 for the 1959 period on one million fewer shares. Sales during the third quarter of 1960 totaled $354 million, compared with $344.5 million in the comparable 1959 period. Net profit after federal income taxes amounted to $6 million, compared with $7.9 million for last year's third quarter.

Below is the consolidated statement of income for RCA and subsidiaries for the first nine months and for the third quarter of 1960 with comparative figures for 1959.

	January-September		July-September	
	1960 $(million)	1959 $(million)	1960 $(million)	1959 $(million)
Products and services sold	1,061.0	978.2	354.0	344.5
Cost of products and services sold and other operating costs	1,014.2	923.9	342.6	329.0
Profit before federal taxes on income	46.8	54.3	11.4	15.5
Federal taxes on income	22.7	27.0	5.4	7.6
Net profit	24.1	27.3	6.0	7.9
Preferred dividend	2.4	2.4	0.8	0.8
Balance for common stock	21.7	24.9	5.2	7.1
Earnings per share of common stock as computed on average number of shares	1.46	1.80	0.32	0.51
Average number of shares for nine months	14,882,000	13,873,000		

Net profits reported above are necessarily based in part on approximations and are subject to audit and year-end adjustments.

Gen. Sarnoff praises Japan's tv advances

A policy of increased worldwide expansion of electronic research combined with broader exchange of scientific knowledge is the "wisest" policy to bring about fulfillment of the "astonishing" potential of science in the Sixties, Brig. Gen. David Sarnoff, board chairman of Radio Corp. of America, told a Japanese audience last Thursday (Oct. 20).

In a Tokyo address before the Japanese Federation of Economic Organizations, Gen. Sarnoff called for the "widest and swiftest dissemination of knowledge so that all may benefit." The electronic field, he said, "is broad enough to offer unlimited opportunities to anyone who can contribute to its advance." He said that despite its accomplishments to date, "science has barely arrived at its threshold of achievement."

Japan's rise in the electronics industry, where electronics production over the past five years has increased sevenfold to a level in excess of $1 billion a year, won praise from the RCA chairman. He noted that one of every five tv sets installed throughout the world last year was in Japan. "I am delighted," Gen. Sarnoff said, "that Japan is pioneering in color television on a national basis," referring to reports that eight stations on three networks have been authorized to begin colorcasting.

Gen. Sarnoff welcomed the competition of Japan with the U.S. in world markets. The competition is "beneficial to both of us," he said, "because of the stimulus it gives our own efforts, and because of the economic strength it provides to us both as principal ramparts of the free world."

Tv low-light techniques boon to all photography

The versatility of television pickup tubes is increasing at such a rate that a major breakthrough in low light level photography and data recording is near.

This is the estimate of Bernhard A. Bang, Friez Instrument Division, Bendix Corp. Mr. Bang made this observation in a paper read at the Fifth International Congress on High Speed Photography

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Smile pretty, please

This is the original model of the new Space Tele-Make-Up Console, which Space Communications Corp. of New York hopes to be showing producers in other parts of the country by the first of the year. Behind the mirror is a Ling camera, which puts the performer's picture on an eight-inch monitor to preview makeup effectiveness. The invention of tv systems designer Sol Cornberg, the console sells for $1,550 stationary and $1,650 portable. It measures about six feet from the floor by four feet wide.

last week in Washington. The meeting was sponsored by the Society of Motion Picture & Television Engineers.

The quality, sensitivity and versatility of pickup tubes is improving at a rapid rate, Mr. Bang said. Major emphasis is being placed on improving resolution at low light levels and at low values of contrast. Expected in the near future are improved storage capabilities and reduced beam noise. When that occurs, a major breakthrough looms.

Mr. Bang made these comments in a presentation on "High Sensitivity Television As An Aid to Low Light Level Photographic Recording."

Three papers were presented on the use of electronic image intensifiers which have a distant possibility for improving tv receivers. These were by A. E. Anderson, Westinghouse; R. A. Chippendale and J. R. Folkes, Associated Electrical Industries Ltd., and Martin L. Perl and Lawrence W. Jones, U. of Michigan.

In other activities at the Congress:

▪ Otto H. Schade Sr., RCA Electron Tube staff engineer, was named as the recipient of the 1960 SMPTE Progress Medal. The citation called attention to his development of the sine wave response technique for evaluating and specifying the several elements of a television or motion picture system to determine its over-all performance.

▪ Among the fourteen members of SMPTE raised to fellow membership were Robert C. Rheinbeck, chief engineer, Film Production Department, CBS, New York; Edward P. Ancona Jr., color coordinator, Color Television Films, NBC, Burbank, Calif.; Richard S. O'Brien, director, Audio and Video Engineering, CBS Television, New York; Richard E. Putnam, Studio and Industrial Tv Engineering, GE, Syracuse, N. Y.

Technical topics...

Power booster ▪ General Electric has developed a new 35-kw vhf high-channel amplifier which it claims will make it economically feasible for more stations to increase their effective radiated power to the 316 kw limit. The amplifier has a driving power requirement of less than 5 kw. According to GE's broadcast sales manager, John Wall, stations can save money by putting the amplifier into operation while retaining their present transmitter for driving power and still attain the maximum coverage areas. The air-cooled amplifier, Type TF-14-A, is equipped with advanced electronic devices. For further information write Communication Products Dept., General Electric Co., Lynchburg, Va.

Gets control ▪ General Telephone & Electronics International Inc., international subsidiary of General Telephone & Electronics Corp., N. Y., has acquired a majority interest in the Radio Communications Div. of Magnetti Marelli, Milan, Italy. A new company, Marelli Lenkurt, S.p.A., Milan, has been formed.

A TV EXTENSION PLAN

Dresser-Ideco unveils method to make present towers taller

The company that put up what is billed as "the world's tallest structure," the 1,676-ft tower of KFVS-TV Cape Girardeau, Mo., (see page 68) also has something for the television station that wants to extend its tower but would rather build on what it has than pay for a brand new structure.

The Dresser-Ideco Co., Columbus, Ohio, has a tower conversion plan for existing structures. It was designed to save steel and money. The company is pitching it to middle-aged stations, those that erected Dresser-Ideco guyed towers in the post-freeze rush and now want to try for wider coverage.

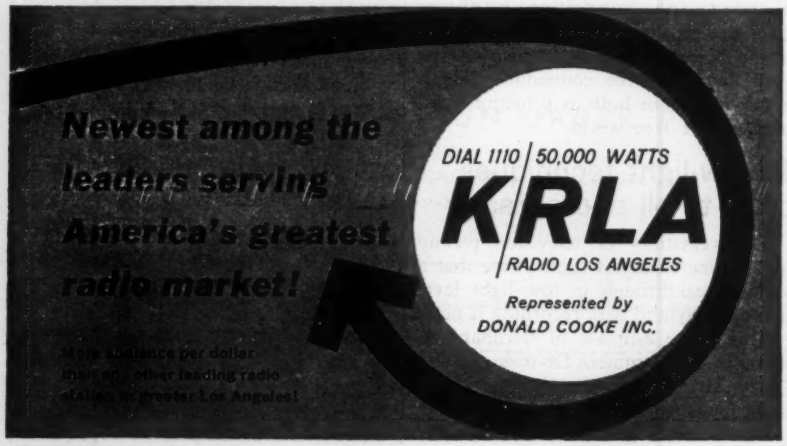
The modification system, evolved by Dresser-Ideco engineers and managers, can save a station at least 20% of a new tower's cost, the company says. Sample specifications show grade A coverage can be increased by almost the same degree, federal authorities willing. It takes eight weeks to go from 1,000 to 1,500 ft. The station stays on the air, with service reduced for 20-35 days of that period. Part of the deal is a standby tower remaining from the original steel.

This is the increased coverage comparison Dresser-Ideco has figured out for a sample case, modifying an existing tower:

		736-ft. tower	1,236-ft. tower
Grade A:	area (in square miles)	4,850	7,220
	population	253,402	300,177
Grade B:	area (in square miles)	9,920	14,050
	population	367,673	490,276
Rural:	area (in square miles)	13,000	17,200
	population	470,304	569,502

Prices vary by height change, wind load and type of antenna. The company has figured one job as low as $59,000 to raise a 1,000-ft. structure to 1,675 ft. (one foot short of the Missouri record), and leaving a 400-ft. standby tower.

Originators of the modification idea were Orville Pelkey, chief engineer; Jess Rodriguez, sales engineer; Roger Hayden, sales manager, and Joe Hogan, manager, all of the Dresser-Ideco tower Div.



Networks turn to film for promotional spots

The television networks have improved the quality of their on-the-air promotion over the past two years, emphasizing action spots on film. CBS-TV and NBC-TV have just completed the production of more than 40 announcements at Gerald Productions, New York, to herald their upcoming election coverage.

The networks' move toward film "trailers" has played a significant role in the growth of Gerald Productions, a little-known production company which handles virtually all of CBS-TV's and NBC-TV's film promotion work on the East Coast and some of ABC-TV's (ABC-TV produces the large bulk of its programming on the West Coast and promotion spots generally are filmed at the producer's studio there).

Gerald Auerbach, 33-year-old president of Gerald Productions, formed his company five years ago after a five-year stint with NBC as a film editor-producer-writer. The company functions in the general area of film production, including industrial films and commercials. This year it will produce almost 400 promotion announcements for the networks.

Both CBS-TV and NBC-TV said that film spots have been found to be more effective and dramatic than telops and simple live announcements that were utilized a few years ago. Their affiliated stations, they added, also prefer the film spots. The networks note that they do not have facilities on the East Coast for film production and must rely, therefore, on an outside organization.

Gerald produces 10-, 20- and 60-second promotion spots for the networks. The 20-second versions are sent to affiliates for use at their discretion. The spots fall into three classifications—film excerpts from the series, stills with simulated animation, and specially-produced film segments. The networks provide the script and work together with the production company on the spots. Mr. Auerbach serves as director.

Gerald maintains a completely-equipped studio at 421 W. 54th St., New York, and keeps creative personnel on his staff. He engages free-lance cameramen, technical crews and actors.

A promotion spot, Mr. Auerbach reported, costs from $600 to $3,000, depending on its length, the number of optical and special effects required, and the degree of animation. He is convinced that a ready market exists among tv stations throughout the country for filmed spots pointing up the stations' programming and personalities and promoting stations along institutional lines.

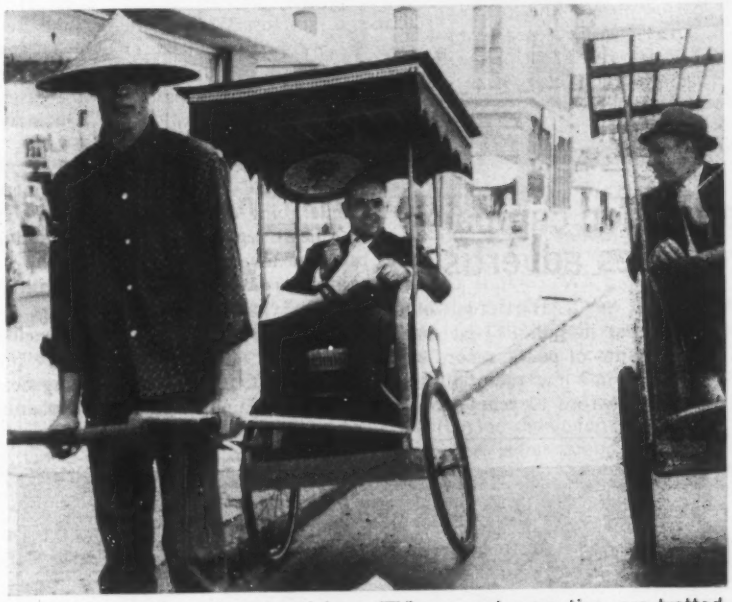
Gerald also has been expanding from its production base into other areas of the film business and has set up companies to handle distribution and servicing of tv film series, including production of prints and the delivery of them to stations.

On the road to Hong Kong

The latest in program promotion? Taking the client for a ride—in a rickshaw, that is.

At least that's what Metropolitan Broadcasting's WTVH (TV) Peoria, Ill., did to stir public interest in its ABC-TV show *Hong Kong*. Each day for two weeks, a prominent client or agency man was picked up at his place of busines by a WTVH (TV) account executive and jogged to a local Chinese restaurant in an authentic oriental rickshaw.

The campaign, which had feted 10 guests before its end, was backed up by Chinese restaurants in the area, who featured the "WTVH Hong Kong Special." The promotion was devised by Don R. Colee, vice president and general manager.



Tom Lindenfelzer (l), advertising manager of Cohen Furniture Co., Peoria, and Clyde Dutton, WTVH (TV) account executive, are trotted to an Oriental lunch by midwestern "coolies."

A new third party?

"Don't Be The Goat—Get Out & Vote," urges the Advertising Club of Boston. The club has illustrated its theme with posters, stamps and mailing

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pieces featuring an elephant on one side, a donkey on the other and a hapless goat in the middle. The theme is also used on radio and tv. The campaign theme was thought up separately from that of The American Heritage-Advertising Council, but has been endorsed by that group as well as the Advertising Federation of America, both national party committees and others. The Boston club sells the posters and reminders, using the money to spread the word further. If any money remains after election day it will go into a special scholarship and public service fund. The goat, symbol of the third (or non-voting) party was dreamed up by Richard M. Mason, president of the Boston advertising agency bearing his name. Copy and layout were turned into finished art by William Zorigian of Zorigian Studios, that city.

Columbus charts a new route

The explorer arrived by an inland route last Columbus Day in New York City. "Christopher Columbus" had his voyage financed by WCOL Columbus, Ohio, and was able to report to his patron that this part of the world is not square but warmly receptive to him and a fellow emissary, "Miss WCOL," who also was navigator on the trip. The mission is expected to help keep traffic running freely on east-west trade lanes.

Actors Walter Moulder and Betty Webb got official credentials from Mayor Ralston Westlake of Columbus before setting out for the eastern part of the New World. On arrival Oct. 12 they marched down Fifth Avenue with Columbus Day paraders, held a key-to-the-city ceremony at Columbus Circle shook hand and gave goodwill messages to Mayor Robert F. Wagner, Gov. Nelson Rockefeller, presidential candidate John F. Kennedy and other dignitaries. Nor did they neglect to pay their respects to merchantile interests. Officials of Robert E. Eastman & Co., national sales representative of WCOL, took the costumed Columbus and Miss WCOL on the rounds of advertising agencies, where they gave honorary citizenship certificates from Columbus, Ohio.

Saturation campaign promotes advertising

William M. Savitt, Hartford, Conn., jeweler, believes in radio. That much has been a matter of public record ever since he went into the radio business with WCCC Hartford 13 years ago, adding WCCC-FM this year and meanwhile going on to advertise his jewelry business regularly on other stations around town. Now he's proving his faith in advertising generally with an "image" campaign supported by national and local Hartford agencies alike.

WCCC and the separately programed WCCC-FM are carrying near-saturation minute schedules explaining the "why" of the advertising business. Agencies supply the copy talent, WCCC-AM-FM the time. A sample, from Mogul Williams & Saylor, New York:

"How would you like your next car to be a hand-cranked model that gives you up to 20 miles an hour, that is, with the wind behind it?

"It's a pretty good buggy, runs nicely when you can get it to run, but the price may be a bit stiff for most of us. Well, that horseless carriage is just about where the automobile would be today if it weren't for advertising. Advertising created the great market for automobiles that made possible modern mass production, so the car has become a a part of our lives along with lots of other products that advertising helped to bring you: frozen food in refrigerators, packaged cereal and soap, ready-to-wear clothes in wash-and-wear fabrics. The fact is, advertising has made your life easier and happier in a thousand ways. Next time you hear some cranking about advertising, remember that it was advertising that helped take the cranking out of cars."

Reaction from 50 national and 10 local agencies approached by Mr. Savitt on the idea has been such that the announcements probably will go on for some time, and the president of the Hartford stations hopes to start the ball rolling for a national plan similar to the Hartford promotion. WCCC and WCCC-FM between them program an agency's minute a minimum of 30 times a week, each announcement tagged with a statement that "this message was prepared by (corporate name of agency) and broadcast in the public interest by WCCC." As the plan got rolling this month, the per-day total of announcements has gone as high as 60. Everett Seltzer, am manager, and Russ Norton, fm manager, are handling the campaign.

A final fling, before strategic retreat

One of the major rallies for "Huckleberry Hound," shortly before the canine candidate for the presidency withdrew from the race (BROADCASTING, Oct. 17) was this monster rally at St. Louis Busch Stadium. The demonstration was arranged by KTVI (TV) St. Louis, which not only managed the campaign, but also gave Candidate Hound a weekly half-hour of tv time, sponsored by Kellogg's.

Leading a parade of over 100 children was "Quick Draw McGraw" (far right), another KTVI personality. During the rally, KTVI released gas-filled balloons containing coupons redeemable for 24-inch Huckleberry Hound dolls. The station reports balloons were returned from as far away as Granite City, Ill. The rally was held before a ball game.

As outlined in his initial letter to agencies, the Savitt idea to "sell advertising in general without regard to particular media." Accordingly, copy covers direct mail, newspaper classified and the whole advertising spectrum.

CBS o&o's distribute tv 'Election' Guide

The five CBS owned television stations have prepared "Election Guide" booklets for distribution to viewers in their respective coverage areas. A group project, which was conceived at a promotion meeting in New York last June, the guides to the 1960 elections contain material of interest to voters in the coverage areas of WCBS-TV New York, WCAU-TV Philadelphia, KMOX-TV St. Louis, KNXT (TV) Los Angeles and WBBM-TV Chicago.

Each station's booklet starts with a mesage headed "The freedoms we enjoy . . ." from the various station general managers. Other sections of the guides include historical background on the two major political parties; voting requirements; biographical sketches of the incumbent and opposition candidates for congress in all congressional districts within the station's signal area, which in most cases involves more than one state; sketches on the candidates for President and Vice President; maps to show the location of congressional districts, and an electoral vote scorecard for viewers to tabulate returns on election night (Nov. 8). Distribution of the guides began last week through the League of Women Voters, the American Heritage Foundation, Republican and Democratic State Headquarters, party workers and through congressmen to their constituents.

Drumbeats...

Halloween characters ▪ WFLA-TV Tampa-St. Petersburg, Fla., has gone tv in its upcoming Halloween party for its young viewers. The gimmick: Those attending must come dressed as his or her favorite WFLA-TV television personality, ere it be Huckleberry Hound or the Lone Ranger. Tampa department stores report a splurge in costume buying, indicating a good time is in store for the young set.

Flashback 44 ▪ One way to learn "who's listening," WQTE Monroe-Detroit discovered, is to lift your programming bodily from 16 years ago. Motor City residents awoke to news broadcasts dealing with World War II and announcements by Gen. Eisenhower, President Roosevelt and others. The top hits were all from 1944 and reference was made to "current" movies —all of that vintage. The station played the entire day's programming straight with occasional disclaimers letting the listeners know what was up, but warning them that war could come again and that they should get out and vote for the candidates of their choice on Nov. 8 (1960). The station reports hundreds of phone calls "complimenting" it on the stunt.

News jury ▪ WSAI Cincinnati invited the country sheriff, the Highway Patrol district officer, the city's fire chief and police chief to judge the over 1,500 news tips the station had received during the year ended Oct. 1, 1960. The winner of the annual news tip award got $136 (WSAI's dial position is 1360) and an engraved trophy from the station.

'Chick' winner ▪ KCSJ-TV Pueblo, Colo., successfully stole a page from *This Is Your Life* when it participated in the climax of the national Bon Ami "Name The Chick" contest conducted through the *Jack Paar Show*. The winner, a Pueblo housewife, was invited to the KCSJ-TV studios as a chaperon for a children's show. Actually, she was to be the star of the show a few moments later when Colorado Gov. L. R. McNichols presented her with a $10,000 platinum and diamond ring.

She said he didn't have a chance

Miles of members of the "Key Klub" of WKY Oklahoma City stood in line Oct. 16 to try their luck at winning $50 or $100 in silver dollars or a 1961 Oldsmobile. Over 16,000 listeners wrote WKY for a free numbered key—one to a person—which might fit one of the two treasure chests or the automobile. When listeners had lined up, the line was estimated at 5½ blocks long. For 3½ hours they waited in line, while being regaled with music provided by the station. WKY personalities were on hand and free records and individual silver dollars were handed out. The station reports that the eventual winner of the car had stood in line an hour listening to his wife tell him he didn't have a chance to win. This is the second year the promotion has proved successful.

Among Major Southern TV Markets . .

BRISTOL
JOHNSON CITY
KINGSPORT

is served
"on a platter"

A Tri-City Sales Complex . . . Hub of a 37-county tv market encompassing:

- Population—1,257,100
- Income—$1,209,699,000
- Sales—$850,594,000

SRDS Consumer Market Data, July '60

WCYB-TV Offers

Twice as many average quarter-hour "homes reached" . . . 59% more net weekly circulation (ARB, 3/60) than the other competing station.

NBC

WCYB-TV

Channel 5 Bristol, Va.-Tenn.
Represented by: Headley-Reed

Code 'hypocrisy' hit

J. Edgar Hoover, director of the Federal Bureau of Investigation, included television programming offenses among his social culprits of the day when he addressed the American Legion in Miami Beach last Tuesday (Oct. 18). Violence on tv was ranked with pornographic literature and the current flood of degrading movies as the chief contributors to the rising crime rate involving minors. He told the Legion:

There is another marching column attempting to attack our country by taking advantage of an era of materialistic selfishness. Our country is recording an alarming new crime rate and society's lack of progress in reducing this scourge has been indeed disheartening. . . . The crime problem, particularly involving our youth, clearly remains an acute danger to national survival. Our nation's moral strength has slipped seriously when we find our youngsters substituting idolatry of hoodlums and thugs for admiration of heroes, patriots and sports.

The teachings of God, if followed, will prevent criminality. The stabilizing force of religion is needed more today than ever before. A child who has been taught to respect the laws of God will have little difficulty respecting the laws of man.

Typical of the social viruses which attack our society and thrive on public apathy and ignorance is the infamous pornographic literature racket which each year continues to make profits of a half billion dollars. Law enforcement officers constantly report on the direct relation of pornographic materials to sex offenses. . .

'Diet of Mayhem' ▪ Another factor in the alarming crime picture can be observed by tuning in to almost any television channel. The private citizen can see for himself what dangers he faces today at the hands of the criminally inclined. The continuous diet of mayhem, murder and violence served daily to our television audiences constitutes a monumental insult to the genius that developed this medium of mass communication.

The students of a California college reported findings of a study made early this year of television programs in their area. In one week, 3,696 acts of violence were recorded, including 1,261 agonizing deaths through shootings, beatings, stabbings and other violence.

The explosive danger to society from excessive television violence is obvious. Many seriously concerned authorities feel that brutality and violence are becoming accepted as normal behavior by young impressionable minds. Correction of this problem can begin with each citizen informing his local television station of his displeasure over flagrant incidents of bad taste. Sponsors and advertisers, who are also acutely sensitive to the good will of the public, will likewise act promptly to curtail the repetition of offensive programs when contacted by the public.

The motion picture industry, as well as the television industry, owes a tremendous responsibility to the American public in its effect on the moral upbringing of our youth. It is not surprising to any thinking citizen that youthful criminality continues to skyrocket. Examine the daily newspaper movie advertisements. You can rarely find a motion picture suitable for family consumption. When adultery, abnormality and adultation of criminals compose such a substantial segment of today's film offerings, the society mirrored on the screen is dangerously close to national disaster.

Code 'Mockery' ▪ While codes of proper conduct are claimed for both television and movies, their application is too often a complete mockery. It is open hypocrisy to fool the public with a so-called code which even the industries in question do not live up to.

'Tv is public utility'

Argument that television is a public utility and must be regulated as such is made by syndicated columnist John Crosby in the November issue of the Ladies' Home Journal *in an article titled "What you can do to make poor tv better." The New York Herald Tribune's tv critic also supports an advisory board of famous names to help the FCC improve programming and says the U. S. should have a government-subsidized tv network of its own, a la BBC. Mr. Crosby writes in part:*

Five years ago was television's golden age. Network television then boasted 11 hour-long live dramatic programs a week. These were producing tv plays of such quality they were being made into Broadway plays. . .

. . . the advertising industry should not be permitted to dictate program content. The advertising message should not come first. The drama, the jokes, the performer, the production should not come second. . .

I think television's ills are deeply embedded in the present system of commercial sponsorship. The cure: drastic but thoroughly workable revisions in the system. First, I think sponsorship, per se, should be outlawed as it is in Britain, where advertisers insert advertisements on television as they do in magazines and are forbidden by law from trying to exert any influence on program content. Second, having dumped program responsibility completely into the laps of the networks, the networks should be genuinely accountable to the public through a Program Advisory Board of the FCC, which would be empowered to insist on balanced programming and prevent from ever arising such monstrosities as the schedule one network offers. Third, I think this country is rich enough to afford its own BCC, designed genuinely to inform and educate, to uplift our tastes, rather than to debase them. . .

The Oren Harris committee has recommended a bill licensing networks as stations are now licensed. It ought to have been passed, but it wasn't. Frank Stanton, president of the Columbia Broadcasting System, trumpeted that this was government regulation and that the newspapers would come next. This is hogwash. Newspapers are private business. Television is a public utility. It has to be regulated just as the telephone, the telegraph, the electric companies and the railroads have to be regulated, because they are in a privileged position to mulct the public or to service it. The question is not whether or not television will be regulated—of course it will be regulated—but whether it will be well or badly regulated. . .

This [FCC] Advisory Board should have the power to have Oliver Treyz, president of ABC, called on the carpet and told his program schedule is a disgrace and to fix it. It would hardly require explanation. Treyz knows what's the matter with his schedule. Every network should be asked what it is doing for children, for scientists, for the church, for music, for drama, for education, for experiment. If a law were passed, preventing sponsors from influencing programming, Mr. Treyz could adjust his programming to a true conception of the public welfare. . .

We should not shrink from the idea of subsidizing the National Network, as the BBC is subsidized. After all, the schools, the universities, medical research, libraries, even the churches are all subsidized. Why not this great means of communication? . . . [It would cost] less than it costs to support the Coast Guard.

BROADCAST ADVERTISING

Robert H. Ellis and **James J. Jordan Jr.** elected vps of BBDO. Mr. Ellis, account supervisor in Minneapolis office, joined agency in N. Y. in 1958 as account executive. Mr. Jordan, N. Y. office copy supervisor, started with agency eight years ago as copy cub. He was named group head in 1959 and supervisor early this year.

Mr. Ellis

Mr. Jordan

Walter H. Johnson Jr., formerly senior vp for marketing at Capital Airlines, joins McCann-Erickson, N. Y., as vp.

Edward P. Gallagher, formerly of Norman, Craig & Kummel, N.Y., joins Kenyon & Eckhardt, that city, as account executive on Beecham Products' Macleans Toothpaste. **Peter Johnson** of McCann-Erickson, N.Y., joins K&E as tv commercial writer.

Roy Passman, director of radio, tv, motion picture department at J. M. Mathes, N. Y., named vp.

Charles Lewis, 10-year veteran with Aylin Adv., Houston, promoted to executive vp. Other changes: **Jack Dahmer,** formerly sales promotion manager of KFDM-TV Beaumont, Tex., named manager of agency's new office in that city; **James F. Anderson,** manager of San Antonio office, named vp in charge of all central and west Texas operations; **James W. Moorefield** becomes art director and **E. T. Nicolaou** production manager, both in Houston office; **Mrs. Nikki Beam** named secretary-treasurer of corporation.

Jim Pratt, formerly with White & Shuford, El Paso, Tex., advertising agency, to Taylor-Norsworthy, Dallas as director of radio-tv.

Robert S. Wheeler, formerly advertising vp at Boyle Midway Div., American Home Products Corp., N. Y., joins Corn Products Sales Co., that city, as vp and marketing director in charge of new products.

Dirk Content, formerly of Young & Rubicam and J. Walter Thompson, both N. Y., joins Kenyon & Eckhardt, that city, as tv producer.

Radford Stone, formerly of NBC, joins Ogilvy, Benson & Mather, N. Y., as broadcast supervisor. **Kenneth Shaw** of J. Walter Thompson, transfers to Ogilvy as senior producer.

David H. Haughey, formerly assistant broadcast media director at D'Arcy Adv., Chicago, and all media buyer at Benton & Bowles, N. Y., appointed associate media director at J. Walter Thompson Co.

Raymond Brophy, formerly of Colgate-Palmolive, N.Y., joins Ogilvy, Benson & Mather, that city, as market research group head. **Jack Hill,** previously with N. W. Ayer, N.Y., and **Stephen Salonites,** from Television Personal Interviews Inc., N.Y., join agency as media research supervisors. **Fran Shaw,** formerly of C. J. LaRoche, N.Y., joins OB&M as copy supervisor. **Suzanne Mac Lachlan,** who was with Lambert & Feasley, N.Y., joins Oglivy as senior copywriter. **Donald Gordon** and **Louis Owen,** from W. Alec Jordon Assoc. and Kudner, respectively, join agency as copywriters.

Oscar L. Westgate, vp in charge of advertising at R. T. French Co., (spices, herbs) Rochester, N. Y., retires. He joined firm in 1928, promoted to advertising manager in 1929, vp of Atlantis Sales Corp. (then sales organization for French, now consolidated) in 1947 and advertising vp in 1958.

Mr. van Emmerik

Roeland Jan van Emmerik joins Geyer, Morey, Madden & Ballard, N. Y., as associate director of media. He held similar post at Lennen & Newell. Mr. van Emmerik proviously was associated with A. C. Nielsen Co. (Australia), as assistant production manager; with N. W. Ayer, as radio-tv analyst, and with TVQ Div., Home Testing Institute, as general manager.

Helen Wood promoted from director of radio-tv timebuying to radio-tv media manager and **Jan Van Eekeren** appointed timebuyer at Gordon Best Co., Chicago. **Howard Medici** named promotion and merchandising manager.

William A. King, formerly producer with William Esty Co., N. Y., joins Lynn Baker Inc., that city, as assistant to radio-tv director.

Lou E. Sargent joins R. Jack Scott, Chicago, as director of marketing and merchandising.

Michael S. Way, account executive at Glastris Adv., St. Louis, appointed manager of agency's new Kansas City office.

Mr. Worster

Mr. Flor

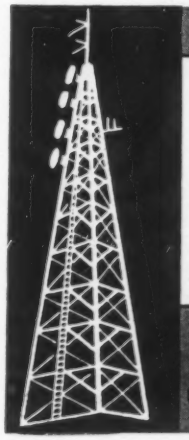
William L. Worster, media director at Erwin Wasey, Ruthrauff & Ryan, Los Angeles, appointed senior account executive on Friskies Dog Food account. **Albert W. Flor,** who previously held latter post, appointed to similar capacity on Wynn Oil Co.'s Friction Proofing account. Mr. Worster's successor as media director will be appointed shortly.

Yolanda R. Tini, formerly with Westinghouse Broadcasting Co., to Zubrow Co., Philadelphia, as media buyer.

Donald F. McCarty, formerly account executive at S. E. Zubrow Adv., Philadelphia, joins Avery-Knodel, N.Y., in sales capacity.

Leonard Shannon, formerly publicist for Walt Disney, joins Blowitz-Maskel pr agency.

Jon Ross, formerly vp of Miller, McKay, Hoeck & Hartung, Los Angeles,



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DAVID JARET CORP.

to Tilds & Cantz Adv., that city, as account supervisor.

George A. Welch, vp, Fuller & Smith & Ross, Pittsburgh, named manager of Pittsburgh office, succeeding **Hugh Redhead,** who joins Mellon Bank, client of F&S&R.

Mr. Braun

Robert H. Braun, formerly assistant director of advertising of Pepsi-Cola Co., joins Best Foods Div. of Corn Products Sales Co., as advertising manager. In his new assignment, he will report to Albert Brown, advertising vp for Best Foods.

THE MEDIA

R. L. (Bob) Bowles, formerly manager of WFTL Lauderdale, to WHYS Ocala, both Florida, as general manager.

Cal Culver, formerly station manager of KFYR-TV Bismarck, N.D., to KBOM Bismarck-Mandan in similar capacity, effective Nov. 1.

Eugene Kissinger, formerly engineer at KZIX Ft. Collins, Colo., to KNCO Garden City, Kan., as chief engineer. Other changes announced at KNCO: **Joe Taylor,** program director, assumes additional duties as assistant manager. **Pete Charlton,** member of sales staff, promoted to commercial manager. **Art Wilson,** anonuncer, assumes additional responsibilities as news director.

Gene R. Liggett named staff engineer in home office of Taft Broadcasting Co., Cincinnati.

Lewis P. Johnson named manager of eastern office of NBC Radio Spot Sales, N.Y. He formerly was sales manager of WRCV Philadelphia. Previously, he was general sales manager for Storer Broadcasting Co. in Philadelphia.

Richard Jacobson appointed national sales manager of KHJ-TV Los Angeles and will headquarter in New York. He formerly was sales development manager of RKO General, which owns KHJ-TV.

Harry Harkins joins Clarke Brown Co., Atlanta rep firm, as account executive.

Robert L. Schuessler, formerly account executive with George P. Hollingbery Co., to Edward Petry & Co., Atlanta as member of tv sales staff.

Irving Stevens, formerly with KEX Portland, Ore., to KFMB-AM-FM-TV San Diego, Calif., as director of sales development and promotion.

Bill Dickey appointed in charge of sales for El Centro office of KICO Calexico, Calif.

E. C. Hughes, formerly with KIEV Glendale, Calif., to sales staff of KLAC Los Angeles.

Guy Tiller joins sales staff in Greenville, S.C., office of WLOS-TV Asheville, N.C.

Martin Giaimo, formerly general sales manager of WILX-TV Lansing-Jackson-Battle Creek, Mich., appointed general manager, WPON Pontiac, Mich.

Jack Knell, radio-tv director of Leland Powers School, Boston, elected to board of directors with **Ken Ovenden** of WEEI, that city.

J. Robert Martin and **Fred Chitwood,** formerly with KUSN St. Joseph, Mo., to WKEE Huntington, W. Va., as program director and news director, respectively.

Herbert E. Evans, president of Peoples Broadcasting Corp., will be U. S. delegate to Nov. 3-6 meeting of Inter-American Assn. of Broadcasters directive council. Session will be held in Santiago, Cuba.

Mr. Booker

George Booker, formerly production manager at WPST-TV Miami, joins WLBW-TV, that city, in similar capacity. Mr. Booker began his career as d. j. and announcer at WIVY Jacksonville, Fla. Later, he served with WMBR-TV, there as announcer, director, producer; with WJHP-TV, same city, as production and program director. In 1954, he and his brother formed Florida Films Inc., tv commercial producers.

Robert L. Bradford, assistant night station operations manager at WGN Chicago, appointed production supervisor.

Harry Kaplan, formerly with KOOO Omaha, Neb., to KOIL, that city, as account executive.

Francis N. Fitzgerald, president and general manager of WGIV Charlotte, N. C., elected president of new National Negro Radio Assn. Other officers: **Robert W. Rounsaville,** president of Rounsaville Stations, vp; **John M. McLendon,** McLendon Ebony Stations, secretary; **Samuel E. Feldman,** executive vp and general manager of WEBB Baltimore, treasurer.

Herb Taylor promoted from tv writer to director of expanded public affairs department at KDAL Duluth, Minn.

Andrew J. McCaffrey, formerly ABC press officer in charge of tv network, joins WPIX (TV) New York, as pr director.

Stan Richards, personality at WINS New York, appointed national chairman of Disc Jockey Cancer Crusade for 1961.

Doug Moore, formerly newsman with KFSD San Diego, Calif., to Pacific Telegraph & Telephone Co., as pr area staff assistant.

Julius Hernandez, president of Community Better Business Agency, N. Y. (Spanish merchant organization), appointed Spanish market consultant at WHOM New York.

Harold D. Lasswell, professor of law and political science at Yale, elected to board of directors of National Educational Television & Radio Center, N.Y.

Ronald Hickman, manager of WNNJ Newton, elected president of New Jersey Associated Press Radio Assn., succeeding **James Donahue,** news director of WKDN Camden.

Harold Springer, KGGF, Coffeyville, elected chairman of Kansas Associated Press Broadcasters, succeeding **Bruce Karns,** KJCK Junction City. **George Doyle,** KFH Wichita, elected vice chairman and head of continuing study committee.

Ted Prevatte, WPCC Clinton, elected president of South Carolina Associated Press Broadcasters. **Dennis Waldrop,** WCOS Columbia, elected vp.

Margaret Scott and **Leo T. Batt** join publicity staff of ABC-TV Hollywood. Mr. Batt has been with Los Angeles *Herald Express;* Miss Scott, formerly with Young & Rubicam, Hollywood, has been with ABC-TV publicity since July on temporary basis.

Mr. Hairgrove

James M. Hairgrove, KBRZ Freeport, elected president of Texas Assn. of Broadcasters, succeeding **Joe M. Leonard Jr.,** KGAF-AM-FM Gainesville. Other officers elected: **Gene Hendryx,** KVLF Alpine, vp; **Leo Hackney,** KGVL Greenville, secretary-treasurer. Elected to board: Mr. Leonard; **Jack Roth,** KONO San Antonio; **Marshall Formby,** KPAN Hereford, and **Ed Lovelace,** KOGT Orange. Elected chairmen and board member for their respective divisions were **George D. Cowan,** KGBC Galveston, am radio; **Walter Windsor,** KCMC-TV Texarkana, tv; **Lynn Christian,** KHGM-FM Houston. For story on TAB, see page 65.

Morton Hochstein, member of NBC press department, appointed senior column editor in News and Public Affairs department.

Ervin F. Lyke, president of Veterans Broadcasting Co. (WVET-AM-TV Rochester, N.Y.), also becomes president of Home Broadcasting Co. (KTVE [TV] El Dorado, Ark.-Monroe, La.) which has been taken over by Veterans. Other new officers: **John B. Soell,** vp and general manager of KTVE; **William H. Simmons,** vp; **George Claffey,** treasurer; **Grant Neville,** secretary. All were elected to board of directors along with **Fred Finucane.**

Sidney Goldstein, secretary-treasurer of Consolidated Sun Ray Stations (WPEN Philadelphia, WALT Tampa, Fla., WSAI Cincinnati), named secretary of parent company.

Mr. Fulton

John Fulton, formerly vp of Rounsaville Stations (WQXI and WATL-TV Atlanta, Ga.; WLOU and WTAM-TV Louisville, Ky., WCIN-AM-TV Cincinnati; WTMP Tampa, Fla., WVOL Nashville, Tenn., WYLD New Orleans), to WGUN Decatur, Ga., as president and general manager. He is a veteran of 25 years in broadcasting and past president of the Georgia Assn. of Broadcasters.

Dj "dean" to retire

Martin Block, widely regarded as the dean of radio deejays, announced his retirement, effective this week (Oct. 29), after 27 years on the air. He said he would close close up his *Make-Believe Ballroom,* on ABC-owned WABC New York since 1954 and currently broadcasting some 25 hours a week. He has been credited with "discovering" some of the entertainment field's brightest musical stars (Frank Sinatra, Benny Goodman, Dinah Shore, Glenn Miller, Tommy Dorsey, Woody Herman and Harry James) since he began his career in Tijuana in the early 1930's. He moved to KMPC Hollywood and then to WNEW New York in 1934. There he won acclaim as creator of the deejay format as well as "ballroom" when, during the trial of Bruno Hauptmann in the Lindbergh kidnapping case, he used popular records to fill in airtime between bulletins from the courtroom.

In 1954 he moved to WABC and was also heard for an hour and a half daily on the ABC Radio Network.

And all that jazz...

Dave Brubeck, renown exponent of modern jazz, joins new all-jazz WJZZ (FM) Bridgeport, Conn., slated to make its air debut today (Monday), as musical director. He will continue his collegiate concerts in addition to station affiliation. WJZZ, which will operate from 4 p.m. to 2 a.m. with 24-hour service to follow shortly, presented a special inaugural ceremony last Friday with a two-hour program that was repeated for more than 60 hours. Produced by Mr. Brubeck, the broadcast featured his selection of top jazz recordings.

Jack Hauser, formerly assistant commercial manager of KOTV (TV) Tulsa, Okla., to sales staff at WNBQ (TV) Chicago. He will be responsible for client relations and new business development for national and local sales.

Bill Spangler, news director at WFRX West Frankfort, Ill., elected president of Illinois News Broadcasters Assn., succeeding **John Rhodes,** WRRR Rockford. **Bill Miller,** WTAX Springfield, named vp; **Richard L. Wright,** WCIA (TV) Champaign, re-elected treasurer and **Donald E. Brown,** U. of Illinois, executive secretary.

Walter Clancy named news director of WTSV-AM-FM Claremont, N.H.

Dave Bringham, newsman with WGBS Miami, promoted to news director.

Tom Ryan, formerly with WSNY Schenectady, joins WVET Rochester, both New York, as daytime news director.

Andy Anderson, formerly of WGSM Huntington, Long Island, joins WFYI Garden City, there, as assistant to news director.

Murray Westgate, news and program director of KUMA Pendleton, Ore., to KCRA-TV Sacramento, Calif., as newscaster-reporter.

Mrs. Marilyn Schlampp named hostess for womens' show on WTCN Minneapolis-St. Paul.

Tony James appointed sports director of WGBB Freeport, Long Island, N.Y.

Bill Bransome, formerly air personality at WCAU Philadelphia, to WRCV, that city, in similar capacity.

Harry Welliver appointed music director of WUOM U. of Michigan, Ann Arbor, Mich., succeeding **Marjorie Lundin. Robert Debrodt** and **Fred Steingold** to production staff positions.

Jane Butler, WGBS Miami, appointed Community Club Award director. She will direct fund raising campaign conducted by station.

Gregory Reeser named sales manager of WLAV-AM-FM Grand Rapids, Mich. He formerly was commercial manager of KFRU Columbia, Mo. Before that, he worked in station relations with NAB as representative for RCA Thesaurus and as ASCAP representative.

Henry C. Cronin, formerly northeast representative for Sarkes Tarzian, Bloomington, Ill., to Mohawk-Hudson Council on Educational Television, Schenectady, N.Y., as engineering consultant.

Richard A. Horstmann appointed director of news, sports and special events for WHEN Syracuse, N.Y., succeeding late Joe Cummiskey. He has been station's news director.

Don Cunningham appointed sports director of KPLR-TV St. Louis. He has been with station as host on sports programs and specials.

John J. Jordon named news director of WEZL Richmond, Va.

Don Doolittle, formerly news director of KLAC Los Angeles, joins KBIG

Avalon (Catalina), Calif., as newscaster, succeeding late Bud Baker who died last month.

Duane (Dewey) Dow named newscaster for WCSH-TV Portland, Me.

Kay Hinman joins WRCV-TV Philadelphia as weathercaster.

Bob Hassey, formerly with WHOT and WBBW, both Youngstown, Ohio, to WKBN, that city, as announcer.

Dan Birin, formerly program director of KIHO Sioux Falls, S.D., to announcing staff of WDBQ Dubuque, Iowa.

T. V. Waber, formerly news commentator on WXYZ Detroit, appointed manager of WTVS (TV), educational, that city.

Donald W. Parker, formerly with WJPG Green Bay, Wis., to WHAM Rochester, N.Y., as chief engineer, succeeding **Raymond Lucia,** who joins Voice of America, Washington, D. C. **Dorothy Gray,** continuity director at WHAM, named publicity director.

Jim Strong promoted from press director to news staff of WBBM-TV Chicago. He is succeeded in former post by **Jim Stevenson.**

Joe Slattery named permanent announcer on NBC-TV's *Today on the Farm* series.

Don Franklin joins WTVJ (TV) Miami as announcer.

Stanley G. Witter Jr. joins KREM Spokane, Wash., as member of news service.

Stuart C. Burr, formerly salesman for Edwards Co., manufacturer of electrical signaling equipment, joins local sales staff of KRLA Los Angeles.

PROGRAMMING

George Gruskin, head of tv programming for Paramount Pictures, resigns.

E. Roger Muir resigns as senior member of NBC's program department and executive producer of children's programs for network, to form new production firm specializing in film and live tv shows, as well as theatrical offerings. New Firm is New Merritt Enterprises, N. Y., with Mr. Muir as president and **Nick Nicholson,** former NBC producer, actor and arranger as vp and treasurer. Location: 500 Fifth Ave., Room 529. Telephone: BR 9-4288.

Milton Mitsak and **Walter Shean** join *Romper Room,* as regional sales executives.

Olga Blohm, formerly general manager of Standard Radio Transcription Services, Chicago, appointed managing director of Creative Services Inc. (capsule radio features), that city. She will be responsible for sales, sales promotion and station relations.

Edward K. Cooper, sales service manager at CBS Films, N. Y., named manager of domestic sales service. **Stanley Moldow,** former film co-ordinator, becomes manager of international sales service.

Robert L. Glaser, formerly mid-western representative for ABC Films, Chicago, joins CBS Films, that city, as account executive.

Cy Howard has been signed to new five-year contract with Desilu Productions. His old contract still has four years to run. He will continue as executive producer on two series he created, *Guestward Ho!* and *Harrigan & Son,* as well as develop new programming.

Larry Finley resigned from his daily morning show on KTLA (TV) Los Angeles to devote his time to independent tv and motion picture production. He will continue to host special KTLA programs, as well as his weekly *Music Is My Beat* series on KABC-TV Los Angeles.

Hal Goodman and **Larry Klein** sign with 20th Century-Fox Television to write pilot for new series, *Margie,* based on theatrical film starring Jeanne Crain some years ago. William Self, executive producer, plans to put program into production before end of this month.

Phil Rapf becomes executive producer of *Tab Hunter Show.*

Milton Merlin named associate producer and story editor of newly planned tv series, *Tramp Ship,* being produced by Don Fedderson Productions, Hollywood.

John Leo, formerly of United Artists TV, N.Y., joins Programs for Television as midwest sales executive.

Robert Hoffman and **Lloyd Krause** appointed midwest and eastern sales managers, respectively, for Seven Arts Assoc. Corp., N.Y. Both formerly were with United Arts Assoc.

Mr. Reiner

Mr. Katz

Manny Reiner joins United Artists Associated as vp in charge of foreign operations, succeeding **Norman Katz,** director of foreign operations, who resigns March 1961 at expiration of his contract. Mr. Reiner was executive vp of Galaxy Attractions, film distributor. At UAA, he will be responsible for worldwide (excluding U.S.) sales of all company's products.

Jerry Zigmond, Paramount Theatres executive, division manager of American Broadcasting-Paramount Theatres, West Coast, appointed director of promotional activities for Academy Awards "Oscar" presentation on April 17.

James H. Knox, formerly of NTA, joins Modern Teleservice, N.Y., as account executive.

Guy retires; will become engineer consultant

Mr. Guy

Raymond Guy, with RCA-NBC for nearly 40 years, retires to enter field of engineering consultation and representation in am-fm-tv and international broadcasting. He will headquarter at 264 Franklin St., Haworth, N. J. Mr. Guy, senior staff engineer for NBC, previously was director of radio and allocations engineering with responsibility for planning and building all NBC transmitting facilities.

He began career as engineer-announcer at old WJZ New York in 1921. He has participated in RCA's research in international broadcasting since 1925, tv since 1928 and fm since 1936. He was director of NBC field test of fm in 1939-40 and its uhf test in Bridgeport, Conn.

In recent years he has been treasurer and president of IRE, secretary and president of Broadcast Pioneers, president of De Forest Pioneers and president of Veteran Wireless Operators Assn. He is fellow of IRE, AIEE and Radio Club of America. He also is recipient of Marconi Gold Medal of Veteran Wireless Operators Assn. Most recent honors came from Radio & Television Executives Society who cited him for "having the longest continuous experience as broadcast engineer of anyone in the world," and the Broadcast Pioneers "for the distinguished services he has rendered to his country, his industry and his profession as a true pioneer in the establishment of broadcasting and as a leader in its technical development for 39 years."

EQUIPMENT & ENGINEERING

Clarence H. Hopper, vp—facilities at CBS, appointed president of CBS Electronics, Danvers, Mass., succeeding **Arthur L. Chapman,** who joins headquarters staff in N.Y., as vp, CBS Inc.

James M. Toney, vp of RCA Sales Corp., named to staff of W. Walter Watts, chairman of board and president of company. **C. Richard Johnston,** manager of marketing research, corporate staff, appointed manager of product planning and development. **Wendell R. Smith,** director of marketing research and development, appointed staff vp of marketing development.

Edward C. Buurma appointed northwest regional manager of Philco Corp., Philadelphia, with headquarters in Palo Alto, Calif.

Edward Schmidt, former vp in charge of manufacturing at Reeves Soundcraft Corp., N. Y., joins Soundcraft Corp., Danbury, Conn., as vp of new product development. **Charles D. Aikman** joins Soundcraft as vp in charge of engineering.

Paul R. Bunker named sales manager of Magnecord products, subsidiary of Midwestern Instruments Inc., Tulsa, Okla.

C. Fred Parsons, previously merchandising manager for Motorola's consumer products div., appointed general manager of company's Chicago factory branch, responsible for its complete operation. **Robert G. Farris** will handle his advertising and merchandising duties and **Harry Chrabot** dealer development work. **George F. O'Brien** appointed consumer products eastern regional manager, succeeding **James Haley,** recently named field sales manager.

J. Russell Graves, president of J. R. Graves & Assoc., Washington, D. C., retained by Zenith Radio Corp., Chicago, as sales consultant.

Richard J. Bambery, formerly general sales manager of Admiral Corp., Chicago, to American Concertone, division of Astro-Science Corp., Culver City, Calif. Mr. Bambery will be vp and director of marketing.

Channing Dichter named manager General Electric Co.'s newly-created advanced project operations with headquarters in Syracuse, N.Y.

George W. Westfall, formerly manager of sales for Hotpoint Div. of General Electric Co., appointed marketing research director of Electronic Industries Assn.

Alfred Strogoff named vp and general manager of Adler Electronics, New Rochelle, N.Y. He formerly was vp of marketing. **Gilbert Sussman** appointed advertising administrator and **Sheldon Newberger** named director of operations.

Chester C. Phillips, formerly engineer with Melpar, Falls Church, Va., to Smith Electronics, Brecksville, Ohio, as project engineer.

A. N. Brown joins Magnasync Corp., North Hollywood, as marketing manager of Nomad Div. Firm manufactures magnetic recording systems and instrumentation systems.

INTERNATIONAL

Stewart Griffiths, previously of CBLT (TV) Toronto, and lately with Granada Television, London, England, to general manager of CJOH-TV Ottawa, Ont., new second English-language station in Canada's capital, scheduled to go on air early next year.

Herbert S. Stewart, formerly manager of CHCT-TV Calgary, Alta., to general manager of MCA-TV International Ltd., Toronto. He recently chaired committee which developed code of ethics for Canadian tv stations.

Carl H. Heydeman, chief engineer for U. S.-TelePrompTer exhibit, World Agriculture Fair, New Delhi, India, named director of international sales for company.

Richard L. McDaniel, formerly of CKDA Victoria, B.C., to station manager of CHEK-TV, that city.

John Loader, manager of CJAT Trail, named manager of CKDA Victoria, both British Columbia. **Keith MacKenzie,** sports director of CKDA, appointed assistant manager and sports director.

Mike Doyle, formerly of CJSS Cornwall, Ont., to sales representative of Radio Times Sales Ltd., Montreal.

Fred G. Sherratt, formerly manager of CFRS Simcoe, Ont., to CKPT Peterborough, Ont., in similar capacity.

Ralph Snelgrove, CKBB and CKVR-TV Barrie, Ont., elected president of CKPT Peterborough, Ont., with **Allan Waters,** CHUM Toronto, as vp.

David A. Gourd, with CKRN Rouyn, Que., elected president of French-Canadian Assn. of Broadcasters, succeeding **Jean Nadon** of CJMS Montreal. **Aurele Pelletier,** CHRC Quebec City, elected vp.

Tom Tonner, CKCW Moncton, N.B., elected president of Atlantic Assn. of Broadcasters. **Marvin Nathanson,** CJCB-TV Sydney, N.S., elected first vp, with **Jack Fenety,** CFNB Fredericton, N.B., second vp, **Hugh Dunlop,** CKDH Amherst, N.S., elected secretary-treasurer.

ALLIED FIELDS

John Boesel, account executive at A. C. Nielsen Co., Chicago, elected vp in broadcast division.

Lionel S. Wishneff becomes vp and scientific director for Institute for Motivational Research, Croton-on-Hudson, N.Y. He joined firm earlier this year.

Conrad Nagel, entertainer, elected

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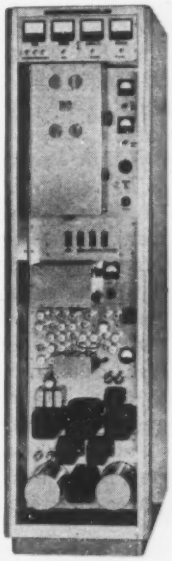
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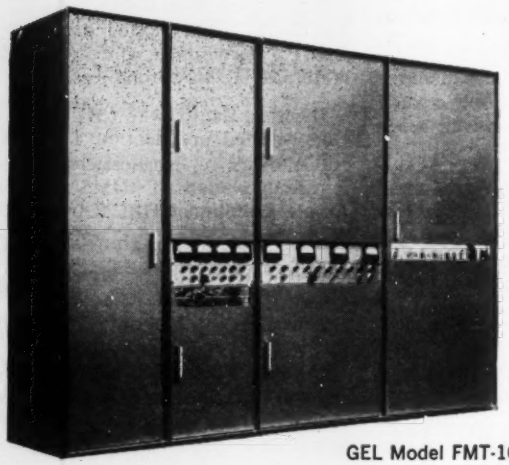

GEL Model FMT-10A Transmitter

NEW 15 KW
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It is news when a manufacturer becomes first in the industry to introduce a high power FM Transmitter whose very first production unit operates perfectly and without additional factory modifications and associated lost engineering time.

"Our new GEL 15 KW Transmitter, Serial Number 1, has been operating at full power . . . and is rock-steady!" wrote Mr. W. L. Dunbar, Director of Engineering of Radio KQAL-FM, Omaha, Nebraska. *"It is a pleasure to work with such fine equipment!"*

The GEL 15KW FM Broadcast Transmitter, Model FMT-10A, is equipped with GEL Model FME Exciter which has been field-proven to be reliably stable and trouble-free. The GEL Multiplex System permits integration of the main channel and one or two sub-channels into an allocated FM channel. Interchannel cross-talk and spurious output signals are virtually eliminated. Tuning is non-critical, adjustments stable, permitting unattended operation in remote locations.

Intermediate and Final Power Amplifiers are conservatively designed to attain a high degree of reliability. Forward and reflected power can be read directly at any time. Power tubes are of the latest all-ceramic-and-metal design. Frequently consulted meters are mounted three feet from the floor and tilted at a slight angle to facilitate reading. GEL makes available a complete FM Line including 15KW and 1KW Transmitters, and Exciters for converting conventional FM Transmitters to Multiplexing use.

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GENERAL ELECTRONIC
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president of Theatre Authority, N.Y. Reelected were **Harold Hoffman,** Screen Actors Guild, 1st vp; **Donald F. Conaway,** AFTRA, 2nd vp; **Angus Duncan,** Actors Equity Assn., 3rd vp; **Margie Coate,** American Guild of Variety Artists, 4th vp; **Elizabeth Morgan,** AFTRA, recording secretary; **Hyman Faine,** American Guild of Musical Artists, treasurer, and **Beverly Roberts** is executive secretary.

Edwin R. Schneider, formerly attorney with Washington law firm of Bingham, Collins, Porter & Kistler, joins law firm of Segal & Marmet, that city. He is graduate of George Washington Law School and U. of Michigan.

James S. Bacharach named vp in charge of marketing services for Trendex Inc., New York.

DEATHS

Arch McDonald, 59, sports director of WTOP-AM-FM-TV Washington and member of sports staff for 26 years, died of heart attack Oct. 16 while returning from broadcast of New York Giants-Washington Redskins football game. Mr. McDonald, in broadcasting for nearly 30 years, was "voice" of Washington Senators for 22 years.

Donald Mitchell Jr., 56, international telecommunications specialist and radio frequency engineer with FAA and for 19 years member of FCC, died Oct. 17 of heart attack while attending aviation meeting in Mexico City.

Mr. Cashman

Edmund L. Cashman, 53, vp in charge of Hollywood office of Foote, Cone & Belding, died Oct. 15 of a heart attack in his North Hollywood home. In radio, tv and advertising for 35 years, he started as announcer on Yankee Network in Boston, later moving to New York as CBS producer. While with then Lord & Thomas (Later FC&B) he caught attention of late George Washington Hill, then head of American Tobacco Co. and spent several years as account executive for all Lucky Strike shows. Mr. Cashman later joined The Kudner Agency and several years later came to Hollywood as head of radio and tv for FC&B.

David S. Harvey, 45, director for 12 years at KTTV (TV) Hollywood, died at Sawtelle Veterans Hospital, West Los Angeles, Oct. 16 following a long illness.

Harold Safford, retired program director of WLS Chicago and past president of Illinois Broadcasters Assn. died in Springfield Oct. 18.

Am-fm broadcast financial data for 1959

From FCC compilations released last week. See page 57 for story.

COMPARATIVE FINANCIAL DATA OF 4 NATIONWIDE AM RADIO NETWORKS AND 3,380 STATIONS
1958-1959 ($ thousands)

	4 nationwide networks	19 owned and operated stations	3,361 stations	Amount 1959[1] Total 4 nationwide networks and 3,380 stations	Percent of increase (decrease)
A. Revenues from the sale of time:					
1. Network time sales:					
a. Sale of network time to advertisers	$32,659	....	....	....	....
Total network time sales	32,659	....	....	....	....
2. Deductions from network's revenue from sale of time to advertiser:					
a. Paid to owned and operated stations	796	....	....	....	....
b. Paid to affiliated stations	5,124	....	....	....	....
Total participation by others (excluding commissions) in revenue from sale of network time	5,920	....	....	....	....
3. Total retentions from sale of network time	26,739	$796	$8,098	$35,633	(23.4)
4. Non-network time sales:					
a. National and regional advertisers	....	23,035	165,108	188,143	9.4
b. Local advertisers	....	10,551	348,587	359,138	11.1
Total non-network time sales	....	33,586	513,695	547,281	10.5
5. Total time sales	26,739	34,382	521,793	582,914	7.6
6. Deduct—commissions to agencies, representatives, etc.	4,897	6,665	51,303	62,865	5.4
7. Net time sales	21,842	27,717	470,490	520,049	7.9
B. Revenues from incidental broadcast activities:					
a. Talent	6,709	2,045	13,525	22,279	(9.9)
b. Sundry broadcast revenues	1,477	601	11,326	13,404	(3.1)
Total incidental broadcast activities	8,186	2,646	24,851	35,683	(7.4)
Total broadcast revenues	30,028	30,363	495,341	555,732	6.7
C. Total broadcast expenses	39,931	24,952	446,860	511,743	6.0
D. Broadcast income (before federal income tax)	($9,903)	$5,411	$48,481	$43,989	15.8

NOTE: Data for 1958 also cover the operations of 4 nationwide networks and their 19 owned and operated stations.

SELECTED REVENUE ITEMS AND BROADCAST REVENUES, EXPENSES AND INCOME[1] OF 3,380 RADIO[2] STATIONS BY STANDARD METROPOLITAN STATISTICAL AREAS AND BY COMMUNITIES NOT IN STANDARD METROPOLITAN STATISTICAL AREAS

1959

Item	No. of stations in operation	No. reporting $25,000 or more time sales[3]	Networks	Time sales: national and regional advertisers and sponsors[4]	Local advertisers and sponsors[4]	Total stations reporting[5]	Total broadcast revenues[6]	Total broadcast expenses	Total broadcast income[1]
United States metropolitan areas	1218	1183	$6,626,991	$161,537,670	$216,070,061	1205	$355,034,677	$312,460,602	$42,574,075
Non-metro. areas of 3 or more stations	308	297	764,411	5,196,247	23,551,621	306	29,512,622	28,952,808	559,814
Non-metro. areas of less than 3 statns	1859	1679	1,155,337	19,632,727	118,072,126	1836	137,919,455	127,593,711	10,325,744
Total U.S.	3385	3159	8,546,739	186,366,644	357,693,808	3347	522,466,754	469,007,121	53,459,633
Commonwealth & poss.	33	30	347,672	1,776,645	1,444,196	33	3,237,473	2,804,943	432,530
Grand total***	3418	3189	$8,894,411	$188,143,289	$359,138,004	3380	$525,704,227	$471,812,064	$53,892,163
United States metropolitan areas									
Akron, Ohio	4	4	34,419	417,766	1,507,190	4	1,745,150	1,205,942	539,208
Albany-Schenectady-Troy, N.Y.	7	7	68,467	1,345,431	1,126,874	7	2,238,599	2,379,542	140,943—
Albuquerque, N.M.	9#	8	14,191	286,171	1,005,886	9	1,193,688	1,176,383	17,305
Allentown-Bethlehem	8	8	9,300	311,448	1,143,463	8	1,432,130	1,306,347	125,783
Altoona, Pa.	5	5	5,193	73,478	380,975	5	475,878	552,359	76,481—
Amarillo, Tex.	6	6	9,947	249,398	596,277	6	818,411	906,448	88,037—
Anderson, Ind.	2	2	**	**	**	2	**	**	**
Ann Arbor-Saline, Mich.	3	3		59,869	282,396	3	338,536	404,156	65,620—
Asheville, N.C.	4	4	2,647	121,284	358,578	4	497,110	555,304	58,194—
Atlanta, Ga.	16	15	84,809	1,849,545	2,587,726	16	4,060,647	3,401,047	659,600
Atlantic City, N.J.	4	4	4,974	145,215	320,218	4	452,714	396,461	56,253
Augusta, Ga.	7	7	8,234	134,045	601,623	7	766,368	819,358	52,990—
Austin, Tex.	5#	4	4,317	218,624	571,247	5	759,718	712,557	47,161
Bakersfield, Calif.	8	8	26,407	196,019	541,108	8	727,927	989,074	261,147—
Baltimore	14	14	113,273	1,952,264	3,620,307	14	4,971,141	4,261,249	709,892
Baton Rouge, La.	6	6	16,383	142,900	905,616	6	1,019,256	1,007,772	11,484
Bay City, Mich.	2	2	**	**	**	2	**	**	**
Beaumont-Port Arthur, Tex.	7	7	4,088	166,516	744,030	7	871,159	859,337	11,822
Binghamton, N.Y.	4	4	9,152	167,466	514,154	4	700,705	778,971	78,266—
Birmingham, Ala.	11	11	28,494	817,660	1,358,490	11	2,211,685	2,366,814	155,129—
Boston	17	17	104,417	4,687,096	5,119,990	17	9,037,386	7,508,302	1,529,084
Bridgeport, Conn.	3	3	16,316	390,829	692,509	3	975,222	831,176	144,046
Brockton, Mass.	1	1	**	**	**	1	**	**	**
Buffalo, N.Y.	11	10	53,323	2,209,204	2,260,300	11	4,127,157	3,918,717	208,440
Canton, Ohio	5	5	34,416	397,161	535,007	5	957,466	874,533	82,933
Cedar Rapids, Iowa	3	3	2,572	811,240	482,163	3	1,260,843	1,123,649	137,194
Champaign-Urbana, Ill.	2	2	**	**	**	2	**	**	**
Charleston, S.C.	5	5	11,503	178,153	456,843	5	632,785	623,203	9,582
Charleston, W.Va.	6	6	29,953	215,039	667,005	6	898,480	843,672	54,808
Charlotte, N.C.	7	7	9,493	872,689	737,785	7	1,495,686	1,523,556	27,870—
Chattanooga, Tenn.	8	8	14,264	184,931	1,101,728	8	1,261,839	1,202,056	59,783
Chicago	23#	23	485,266	11,976,097	10,169,291	23	22,122,627	14,425,646	7,696,981
Cincinnati	8	8	589,125	2,874,872	2,028,357	8	5,078,014	3,816,990	1,261,024
Cleveland	9	9	142,662	3,124,807	3,027,130	9	6,082,879	5,448,251	634,628
Columbia, S.C.	7	7	8,905	238,887	683,085	7	934,618	877,141	57,477
Columbus, Ga.	6#	6	8,640	147,813	522,811	6	681,072	708,723	27,651—
Columbus, Ohio	6	6	13,050	1,533,700	1,868,667	6	3,163,989	2,522,477	641,512
Corpus Christi, Tex.	3	3	3,050	167,134	211,525	3	354,924	331,298	23,626

Item	No. of stations in operation	No. reporting $25,000 or more time sales[3]	Networks	Time sales: national and regional advertisers and sponsors[4]	Local advertisers and sponsors[4]	Total stations reporting[5]	Total broadcast revenues[6]	Total broadcast expenses	Total broadcast income[7]
Dallas	11	11	53,605	1,709,803	2,920,503	11	4,083,524	3,677,426	406,098
Davenport-Rock Is., M.	5	5	13,549	365,764	652,879	5	1,011,959	994,729	17,230
Dayton, Ohio	5	5	140	755,813	1,733,998	5	2,368,565	1,823,947	544,618
Decatur, Ill.	2	2	**	**	**	2	**	**	**
Denver, Col.	13	17	151,023	1,269,711	2,871,816	18	3,960,665	3,790,081	170,584
Des Moines, Iowa	6	6	84,498	1,500,390	1,009,511	6	2,313,351	2,224,053	89,298
Detroit	10	10	213,899	6,196,002	5,380,676	10	10,294,887	7,236,054	3,058,833
Dubuque, Iowa	2	2	**	**	**	2	**	**	**
Duluth, Minn.-Superior, Wis.	8#	8	14,823	269,052	648,279	8	914,521	965,554	51,033—
Durham, N.C.	4	4	5,319	145,714	369,456	4	516,502	479,170	37,332
El Paso, Tex.	7#	7	7,105	212,803	687,869	7	848,518	887,855	39,337—
Erie, Pa.	5	5	13,776	197,279	473,092	5	644,179	698,598	54,419—
Evansville, Ind.	5	5	9,369	215,349	519,206	5	718,063	711,156	6,907
Fall River, Mass.	2	2	**	**	**	2	**	**	**
Flint, Mich.	6	6	21,297	316,883	861,666	6	1,131,993	1,187,909	55,916—
Fort Smith, Ark.	4	4	7 641	78,009	324,780	4	398,738	400,722	1,984—
Fort Wayne, Ind.	4	4	19 209	587,143	973,615	4	1,582,098	1,219,293	362,805
Fort Worth, Tex.	7	7	47,581	755,833	1,541,374	7	2,147,920	1,972,600	175,320
Fresno, Calif.	9	8	39,527	647,931	1,105,717	8	1,625,775	1,469,935	155,840
Gadsden, Ala.	3	3		40,073	233,811	3	266,629	240,691	25,938
Galveston, Tex.	3	3		62,502	227,511	3	287,628	270,214	17,414
Gary-Hammond-East Chicago, Ind.	3	3	4 210	105,079	563,129	3	747,622	670,596	77,026
Grand Rapids Mich.	6	6	13,036	593,993	898,796	6	1,382,811	1,301,970	80,841
Green Bay, Wis.	3	3	9,873	182,263	444,346	3	614,386	542,496	71,890
Greensboro-High Point, N.C.	7	7	2,888	205,347	719,420	7	924,872	810,859	114,013
Greenville, S.C.	8	7	6,908	210,297	712,746	8	960,561	840,831	119,730
Hamilton-Middleton, Ohio	2	2	**	**	**	2	**	**	**
Harrisburg, Pa.	5	5	17,234	359,202	560,008	5	933,952	750,106	183,846
Hartford, Conn.	5	5	63,883	1,754,084	579,087	5	2,107,655	1,711,671	395,984
Honolulu	11#	8	61,902	571,341	1,380,750	10	1,880,336	1,823,900	56,436
Houston	11	11	116,860	1,932,679	2,634,605	11	4,080,222	3,498,988	581,234
Huntington, W.Va.-Ashland, Ky.	6	5	8,456	190,077	452,886	5	641,604	576,904	64,700
Indianapolis, Ind.	6	6	22.455	1,595,457	2,175,611	6	3,453,946	2,725,604	728,342
Jackson, Miss.	6	6	7,395	391,742	485,719	6	850,765	722,561	128,204
Jackson Mich.	2	2	**	**	**	2	**	**	**
Jacksonville, Fla.	11	10	23,836	666,225	1,001,194	11	1,556,732	1,578,375	21,643—
Johnstown, Pa.	5	4	5.271	133,466	353,624	4	475,141	468,972	6,169
Kalamazoo, Mich.	3	3	955	337,897	545,617	3	855,559	765,431	90,128
Kansas City, Mo.	9	9	57,174	2,044,554	2,737,754	9	4,164,242	3,126,526	1,037,716
Kenosha, Wis.	1	1	**	**	**	1	**	**	**
Knoxville, Tenn.	9	9	24.854	417,313	999,818	9	1,441,115	1,372,636	68,479
Lancaster, Pa.	7#	6	6,286	254,642	512,285	7	770,991	670,038	100,953
Lansing, Mich.	2	2	**	**	**	2	**	**	**
Laredo, Tex.	1	1	**	**	**	1	**	**	**
Lawrence-Haverhill, Mass.	3	3		46,002	341,307	3	379,029	372,593	6,436
Lewiston-Auburn, Me.	2	2	**	**	**	2	**	**	**
Lexington, Ky.	3	3	4,733	154,660	555,902	3	698,561	704,327	5,766—
Lima. Ohio	1	1	**	**	**	1	**	**	**
Lincoln, Neb.	3	3		58,163	553,271	3	619,557	613,462	6.095
Little Rock-N. Little Rock	8	8	52,453	416,117	600,002	8	963,634	1,067,514	103,880—
Lorain-Elyria, Ohio	2	2	**	**	**	2	**	**	**
Los Angeles-Long Beach	29#	29	289,313	8,174,782	12,519,338	29	18,183,121	15.108,384	3,074,737
Louisville, Ky.	9	9	61,694	1,523,325	1,706,976	9	2,961,689	2,969,373	7,684—
Lowell, Mass.	2	2	**	**	**	2	**	**	**
Lubbock, Tex.	6	6	9,785	111,877	862,274	6	978.950	801,829	177,121
Lynchburg, Va.	3	3	613	77,820	225,544	3	327,397	285,582	41,815
Macon, Ga.	7	7	3,050	211,879	523,939	7	699,090	679,524	19 566
Madison, Wis.	3	3	16,821	253.145	624,779	3	874,779	781,623	93 156
Manchester, N.H.	3	3	14.563	92.804	501,462	3	613,601	586.312	27 289
Memphis	10	10	39.520	1,050,310	1,707,573	10	2.592.451	2,344 934	237.517
Miami, Fla.	13	13	59.135	1.745,521	2 764,881	13	4,057,149	3,357,205	699,944
Milwaukee	8	8	69 565	1,998,781	2.439,083	8	4,364,648	3,407,840	956.808
Minneapolis-St. Paul	11	11	44.443	2,625,052	3,174,000	11	5,359,439	4,249,472	1,109,967
Mobile, Ala.	7	7	9,404	170,188	665,534	7	806,274	916.127	109.853—
Montgomery, Ala.	6	6	11,205	304,143	412,546	6	744,415	729,665	14,750
Muncie, Ind.	1	1	**	**	**	1	**	**	**
Muskegon-Muskegon Heights, Mich.	3	3	1 783	129 429	281.662	3	392,326	410,047	17,721—
Nashville	8	8	75,858	969,749	1,646,958	8	2,422,024	2,401,404	20,620
New Bedford, Mass.	2	2	**	**	**	2	**	**	**
New Britain, Conn.	2	2	**	**	**	2	**	**	**
New Haven, Conn.	3	3	3,410	479 331	747,336	3	1,087,106	1,016,091	71,015
New Orleans	10	10	42.076	1.230,172	1,630,866	10	2,513,782	2.389,101	124,681
New York	30#	29	414,011	26 597,178	11,510,626	30	33,816,354	25,947,887	7,868,467
Newark	1	1	**	**	**	1	**	**	**
Newport News-Hampton, Va.	3	3		249 318	391 815	3	616,554	546,230	70,324
Norfolk-Portsmouth	7	7	8,336	480,592	1,363,102	7	1,724,437	1,557,431	167,006
Ogden, Utah	3	2	**	**	**	2	**	**	**
Oklahoma City, Okla.	8	8	29 330	706,497	1,385,828	8	1,965,055	1,644,649	320,406
Omaha, Neb.	7	7	33 355	1,021,452	1,532,202	7	2,270,928	2,133,831	137,097
Orlando, Fla.	9	8	21 179	205 227	871,070	9	1,100,539	1,203,663	103,124—
Pensacola, Fla.	8#	6	7,165	80 437	521 942	8	634.290	603,982	30,308
Peoria, Ill.	5	5	13,995	406,388	812,883	5	1,146,634	1,211,557	64,923—
Philadelphia	20	20	68.580	5,240,245	6,365,432	20	10,816,217	9,999,797	816,420
Phoenix, Ariz.	13	12	126,704	446 373	1,764,389	12	2,244,778	2,215,107	29,671
Pittsburgh	20	20	98.592	2,700,424	4,118,707	20	6,512,175	5,452,589	1,059,586
Pittsfield, Mass.	2	2	**	**	**	2	**	**	**
Portland, Me.	5#	4	37,287	242.338	448,234	5	721,271	729,268	7,997—
Portland, Ore.	16	16	59.574	1,349,015	1,805,374	16	3,035.609	3,092,927	57,318—
Providence, R.I.	12#	11	57.254	1,076,868	1,376,030	12	2,233,688	2,433,524	199,836—
Pueblo, Col.	6#	5	11,294	83,759	380,603	6	478,211	470,140	8,071
Racine, Wis.	2	2	**	**	**	2	**	**	**
Raleigh, N.C.	5	5	57,808	616,858	432,330	5	1,021,742	974,994	46,748
Reading, Pa.	3	3	11.360	161,210	512,745	3	639.346	514,790	124,556
Richmond Va.	8	8	52 953	813,419	1,031,040	8	1,832,528	1,616,248	216,280
Roanoke, Va.	6	6	17.871	166.987	587,651	6	759,229	803,327	44,098—
Rochester, N.Y.	6	6	42,237	1,092,912	977,154	6	1,885,037	2,033,939	148,902—
Rockford, Ill.	2	2	**	**	**	2	**	**	**
Sacramento, Calif.	5	5	13,457	788,940	1,155,140	5	1,766,510	1,586,250	180,260

Item	No. of stations in operation	No. reporting $25,000 or more time sales[3]	Networks	Time sales: national and regional advertisers and sponsors[4]	Local advertisers and sponsors[4]	Total stations reporting[5]	Total broadcast revenues[6]	Total broadcast expenses	Total broadcast income[1]
Saginaw, Mich.	3	3	13,932	144,986	393,631	3	525,897	479,517	46,380
St. Joseph, Mo.	3	3	1,608	137,474	370,048	3	465,124	467,783	2,659—
St. Louis	14	13	68,635	3,791,141	3,825,150	13	6,720,646	6,185,408	535,238
Salt Lake City	9	9	120,490	416,308	1,309,742	9	1,858,984	1,895,686	36,702—
San Angelo, Tex.	4	4	2,664	41,630	264,880	4	297,924	300,296	2,372—
San Antonio, Tex.	9	8	97,978	1,130,893	1,531,641	8	2,492,441	2,605,073	112,632—
San Bernardino-Riverside-Ontario, Calif.	20#	20	8,708	420,354	1,429,390	20	1,781,865	2,055,170	273,305—
San Diego, Calif.	9	9	49,530	983,959	1,547,173	9	2,456,062	2,489,991	33,929—
San Francisco-Oakland	18	18	145,754	4,834,062	4,907,539	18	8,894,576	8,861,817	32,759
San Jose, Calif.	6	6	18,570	182,605	956,270	6	1,234,736	1,138,931	95,805
Santa Barbara, Calif.	6	6	9,356	84,194	637,231	6	726,817	715,693	11,124
Savannah, Ga.	6	6	11,105	177,894	510,643	6	664,185	666,828	2,643—
Scranton, Pa.	6	6	9,760	276,095	659,513	6	900,488	900,099	389
Seattle, Wash.	18	17	72,864	1,364,457	2,587,738	17	3,878,837	4,120,204	241,367—
Shreveport, La.	8	8	47,844	590,304	625,419	8	1,111,858	1,277,344	165,486—
Sioux City, Iowa	3	3	60	89,101	328,836	3	402,315	354,873	47,442
Sioux Falls, S.D.	4	4	5,299	90,457	407,588	4	498,834	464,239	34,595
South Bend, Ind.	3	3	1,326	259,003	418,541	3	636,982	539,649	97,333
Spokane, Wash.	9#	8	22,326	618,970	1,048,136	9	1,539,222	1,469,377	69,845
Springfield, Ill.	3	3	3,402	98,991	652,636	3	751,452	731,157	20,295
Springfield-Holyoke, Mass.	10	9	34,192	224,394	864,136	9	1,094,057	1,038,995	55,062
Springfield, Mo.	4	4	7,590	193,868	520,636	4	678,053	648,858	29,195
Springfield, Ohio	2	2	**	**	**	2	**	**	**
Stamford, Conn.	1	1	**	**	**	1	**	**	**
Steubenville, Ohio—Weirton, W.Va.	2	2	**	**	**	2	**	**	**
Stockton, Calif.	5	5	12,925	270,381	681,157	5	933,895	964,694	30,799—
Syracuse, N.Y.	8#	7	38,406	926,532	1,334,295	8	2,042,797	1,786,868	255,929
Tacoma, Wash.	4	4	7,803	93,974	404,351	4	508,875	508,838	37
Tampa-St. Petersburg, Fla.	14#	13	11,286	884,636	1,600,484	14	2,316,973	2,075,392	241,581
Terre Haute, Ind.	3	3	570	96,760	276,407	3	353,374	363,269	9,895—
Toledo, Ohio	4	4	20,344	813,612	966,783	4	1,683,327	1,300,308	383,019
Topeka, Kan.	4	4	4,137	421,693	608,732	4	989,541	869,741	119,800
Trenton, N.J.	3	2	**	**	**	2	**	**	**
Tucson, Ariz.	9	8	41,528	168,206	753,972	8	907,412	961,186	53,774—
Tulsa, Okla.	6	6	62,996	614,715	1,064,001	6	1,596,341	1,643,765	47,424—
Utica-Rome, N.Y.	8#	7	14,309	205,961	592,837	8	816,076	865,297	49,221—
Waco, Tex.	2	2	**	**	**	2	**	**	**
Washington, D.C.	17	17	63,672	3,322,733	4,481,831	17	7,248,893	6,590,646	658,247
Waterbury, Conn.	3	3	16,071	75,459	287,745	3	358,010	347,585	10,425
Waterloo, Iowa	3	3	2,415	126,450	394,641	3	510,926	486,215	24,711
W. Palm Beach, Fla.	7	6	2,974	46,745	537,349	7	574,922	572,379	2,543—
Wheeling, W.Va.	5	4	8,521	459,561	516,536	4	923,882	773,778	150,104
Wichita Falls, Tex.	3	3	3,049	259,068	365,942	3	589,029	650,826	61,797—
Wichita, Kan.	6	6	2,645	519,180	1,046,013	6	1,451,252	1,436,944	14,308
Wilkes Barre-Hazleton, Pa.	6	6	35,865	129,469	597,158	6	797,052	794,755	2,297
Wilmington, Del.	4	4	10,815	189,097	778,608	4	970,965	868,426	102,539
Winston-Salem, N.C.	4	4	8,249	134,078	647,722	4	805,210	791,871	13,339
Worcester, Mass.	4	4	49,355	543,099	631,533	4	1,067,371	1,153,763	86,392—
York, Pa.	4	4	8,971	134,662	471,668	4	588,762	527,914	60,848
Youngstown, Ohio	5	5	54,203	518,846	817,021	5	1,321,311	1,186,518	134,793
	1218	1183	6,626,991	161,537,670	216,070,061	1205	355,034,677	312,460,602	42,574,075
Non-metro. areas of 3 or more stations									
Anniston, Ala.	3	3	744	25,973	200,508	3	225,074	204,868	20,206
Decatur, Ala.	3	3	3,743	21,568	130,111	3	154,086	150,921	3,165
Dothan, Ala.	3	3	614	51,258	159,665	3	209,079	160,219	48,860
Huntsville, Ala.	4	4	9,798	51,617	277,311	4	326,841	288,987	37,854
Selma, Ala.	3	3		6,870	124,143	3	127,825	121,005	6,820
Tuscaloosa, Ala.	5	5	1,432	34,546	357,361	5	417,301	388,005	29,296
Flagstaff, Ariz.	3#	2	**	**	**	3	*	*	*
Prescott, Ariz.	3#	2	**	**	**	3	*	*	*
Yuma, Ariz.	4	3	20,951	51,288	178,709	4	251,537	264,291	12,754—
Hot Springs, Ark.	3	3	36	40,380	135,211	3	171,803	200,661	28,858—
Pine Bluff, Ark.	3	3		32,480	200,719	3	233,271	217,463	15,808
Eureka, Calif.	3	3	4,594	80,196	276,684	3	374,668	344,636	30,032
Modesto, Calif.	3	3		91,463	451,472	3	549,757	585,924	36,167—
Redding, Calif.	5	4	10,621	65,698	198,586	4	257,575	270,458	12,883—
Colorado Springs, Col.	5	5	34,915	30,756	498,859	5	577,056	677,308	100,252—
Grand Junction, Col.	3	3	3,189	55,713	291,365	3	344,564	335,997	8,567
Daytona Beach, Fla.	3	3	736	46,713	225,107	3	264,371	289,953	25,582—
Gainesville, Fla.	3	3	25,380	23,551	228,786	3	275,966	302,195	26,229—
Lakeland, Fla.	3	3	4,405	33,991	186,297	3	218,485	273,561	55,076—
Ocala, Fla.	3	3		15,757	211,778	3	223,148	228,237	5,089—
Tallahassee, Fla.	4#	3		52,878	248,137	4	306,629	321,753	15,124—
Albany, Ga.	3	3		40,077	224,583	3	257,046	241,386	15,660
Athens, Ga.	3	3	1,000	40,872	278,751	3	353,613	325,859	27,754
Gainesville, Ga.	3	3		56,316	329,124	3	406,454	392,836	13,618
Rome, Ga.	3	3		64,594	287,548	3	368,670	345,623	23,047
Valdosta, Ga.	4	3		58,663	177,165	4	231,866	237,933	6,067—
Boise, Idaho	4	4	57,424	82,189	368,374	4	469,706	515,385	45,679—
Idaho Falls, Idaho	3	3	13,808	63,105	238,049	3	303,191	259,010	44,181
Pocatello, Idaho	3	3	22,138	43,969	214,178	3	271,796	308,628	36,832—
Twin Falls, Idaho	3	3	24,224	24,255	217,801	3	272,567	275,761	3,194—
Mason City, Iowa	3	3	1,735	107,853	353,666	3	445,840	409,094	36,746
Bowling Green, Ky.	3#	2	**	**	**	3	*	*	*
Paducah, Ky.	3	3	4,421	59,062	195,431	3	253,886	272,934	19,048—
Alexandria, La.	3	3	9,401	85,430	337,580	3	475,734	399,950	75,784
Lake Charles, La.	3	3	1,298	66,104	307,091	3	381,960	347,779	34,181
Monroe, La.	3	3	2,786	73,742	227,481	3	299,417	293,484	5,933
Bangor, Me.	3	3	42,600	88,250	219,653	3	346,150	326,990	19,160
Salisbury, Md.	3	3		106,500	223,083	3	314,273	316,102	1,829—
Greenville, Miss.	3	3	551	33,547	184,337	3	211,774	197,442	14,332
Hattiesburg, Miss.	4	4	1,619	30,546	250,081	4	306,637	305,259	1,378
Laurel, Miss.	3	3	1,425	10,715	255,850	3	275,284	269,819	5,465
Meridian, Miss.	5	5	1,726	36,646	287,027	5	322,337	309,689	12,648
Joplin, Mo.	3	3	1,532	41,548	256,988	3	289,588	308,617	19,029—
Billings, Mont.	5#	5	24,338	117,898	399,028	5	544,677	628,217	83,540—
Butte, Mont.	3	3	70,018	22,374	126,131	3	274,646	281,410	6,764—
Great Falls, Mont.	4	4	43,551	65,453	372,076	4	542,389	485,492	56,897
Missoula, Mont.	4#	4	13,978	22,187	224,338	4	294,695	316,917	22,222—
Las Vegas, Nev.	5	5	5,837	77,349	430,431	5	490,216	509,717	19,501—

Item	No. of stations in operation	No. reporting $25,000 or more time sales[3]	Networks	Time sales: national and regional advertisers and sponsors[4]	Local advertisers and sponsors[4]	Total stations reporting[5]	Total broadcast revenues[6]	Total broadcast expenses	Total broadcast income[1]
Reno, Nev.	5	5	10,984	84,066	322,142	5	400,450	407,441	6,991—
Farmington, N.M.	3	3		36,900	319,935	3	350,108	265,113	84,995
Roswell, N.M.	3	3	5,537	46,254	215,279	3	258,196	245,361	12,835
Elmira, N.Y.	3	3	10,609	47,655	303,128	3	359,214	321,865	37,349
Watertown, N.Y.	3#	2	**	**	**	3	*	*	*
Fayetteville, N.C.	4	4	9,495	22,630	441,162	4	467,579	466,387	1,192
Goldsboro, N.C.	3	3	8,673	21,147	245,564	3	280,490	247,943	32,547
Kinston, N.C.	3	3	190	70,539	180,354	3	246,613	235,775	10,838
Rocky Mount, N.C.	3	3	3,340	25,092	210,296	3	238,019	234,418	3,601
Wilmington, N.C.	3	3	3,509	62,842	236,404	3	308,111	295,711	12,400
Minot, N.D.	3	3	2,101	70,809	274,257	3	327,770	308,749	19,021
Eugene, Ore.	4	4	8,779	154,576	413,489	4	578,915	602,084	23,168—
Klamath Falls, Ore.	3	3	9,518	54,543	226,465	3	283,668	276,379	7,289
Medford, Ore.	4	4	7,617	68,843	279,170	4	346,411	340,131	6,280
Pendleton, Ore.	3	3		40,718	145,068	3	183,972	202,117	18,145—
Roseburg, Ore.	3	3	3,698	21,996	156,548	3	177,088	179,225	2,137—
Williamsport, Pa.	3	3	8,134	68,161	228,654	3	308,672	295,743	12,929
Florence, S.C.	3	3	1,995	42,996	183,606	3	224,467	239,079	14,612—
Orangeburg, S.C.	3	3		20,197	216,519	3	234,522	223,900	10,622
Spartanburg, S.C.	3	3	5,754	105,925	325,213	3	449,212	415,158	34,054
Rapid City, S.D.	3#	3	3,392	85,187	263,344	3	351,195	328,489	22,706
Jackson, Tenn.	3	3	1,154	62,567	169,432	3	227,450	225,083	2,367
Abilene, Tex.	3	3	4,539	67,763	369,965	3	452,000	442,446	9,554
Big Springs, Tex.	3	3	1,512	24,955	194,346	3	222,798	230,682	7,884—
Corsicana, Tex.	3	3	7,773	164,013	285,040	3	410,639	361,760	48,879
Midland, Tex.	3	3	8,495	72,221	311,012	3	384,269	315,006	69,263
Odessa, Tex.	4	4	456	50,922	350,580	4	389,936	347,442	42,494
Tyler, Tex.	4	4	1,942	79,899	279,138	4	345,941	343,402	2,539
Provo, Utah	3	3	26,137	13,898	220,919	3	268,985	266,238	2,747
Burlington, Vt.	3	3	1,836	76,677	276,305	3	381,478	410,790	29,312—
Charlottesville, Va.	3	3	540	53,263	264,562	3	344,014	275,616	68,398
Danville, Va.	4#	3	981	46,409	385,950	4	443,915	409,231	34,684
Bellingham, Wash.	3	3	50	67,710	284,809	3	331,469	339,858	8,388—
Walla Walla, Wash.	3	3	1,214	58,793	172,910	3	226,690	223,987	2,703
Wenachee, Wash.	3	3	1,424	70,424	234,945	3	301,862	329,197	27,335—
Yakima, Wash.	4	4	4,892	155,653	321,160	4	440,525	440,983	458—
Clarksburg, W.Va.	3	3	3,039	27,926	213,416	3	243,977	278,391	34,414—
Parkersburg, W.Va.	3	3	2,039	41,133	178,760	3	226,789	253,034	26,245—
Eau Claire, Wis.	3	3	5,892	140,386	268,706	3	404,051	339,311	64,740
La Crosse, Wis.	3	3	10,938	62,474	275,163	3	369,321	377,885	8,564—
Wausau, Wis.	3	3	2,829	100,496	227,165	3	310,463	256,669	53,794
Casper, Wyo.	3	3	5,576	23,454	182,891	3	207,358	216,791	9,433—
Cheyenne, Wyo.	3#	2	**	**	**	3	*	*	*
Anchorage, Alaska	3	2	**	**	**	2	**	**	**
Hilo, Hawaii	3	3	34,222	4,568	145,508	3	180,725	152,335	28,390
	308	297	764,411	5,196,247	23,551,621	306	29,512,622	28,952,808	559,814
Commonwealth & poss. 3 or more stations	5	5	68,669	137,687	186,232	5	355,980	342,455	13,525
Mayaguez, Puerto Rico	5	4	99,301	232,731	118,023	5	433,545	340,589	92,956
Ponce, Puerto Rico	9	9	148,063	859,190	796,165	9	1,591,958	1,323,301	268,657
San Juan, Puerto Rico	19	18	316,033	1,229,608	1,100,420	19	2,381,483	2,006,345	375,138
Other Communities	14	12	31,639	547,037	343,776	14	855,990	798,598	57,392
	33	30	347,672	1,776,645	1,444,196	33	3,237,473	2,804,943	432,530

[1]Before Federal income tax.
[2]Excludes 148 independently operated FM stations.
[3]Stations with less than $25,000 time sales report only total revenues and total expenses. Stations with total time sales of $25,000 or more, however, accounted for over 99% of the broadcast revenues of the 3,380 reporting stations.
[4]Before Commissions to agencies, representatives and others.
Note: —denotes loss.
[5]Excludes data for 38 stations whose reports were filed late.
[6]Total revenues consist of total time sales less commissions plus talent and program sales.
#Not all stations in this market operated a full year during 1959.
*Data withheld because third station in this market in operation for short period during 1959.
** Data not published for groups of less than 3 stations.
*** The station totals on this line differ from those given in Table 5 since that table excludes data for 19 network owned stations while this table includes the data for such stations.

COMPARATIVE FINANCIAL DATA OF 3,361[1] AM RADIO STATIONS

1958-1959
($ thousands)

Item	Amount 1959	Percent of increase (decrease)
A. Revenues from the sale of time:		
1. Network time sales:		
a. Nationwide networks	$ 5,113	(40.5)
b. Regional networks	2,026	6.9
c. Miscellaneous networks and stations	959	10.0
Total	8,098	(28.8)
2. Non-network time sales:		
a. National and regional advertisers and sponsors	165,108	10.3
b. Local advertisers and sponsors	348,587[2]	11.8
Total revenues from non-network time sales	513,695	11.3
Total revenues from time sales	521,793	10.4
3. Deduct—commissions to regularly established agencies, representatives, brokers and others	51,303	11.0
Net revenues from time sales	470,490	10.3
B. Revenues from incidental broadcast activities:		
Talent	13,525	2.3
Sundry broadcast revenues	11,326	(1.0)
Total revenues from incidental broadcast activities	24,851	0.8
Total broadcast revenues	495,341	9.8
C. Total broadcast expenses of stations	446,860	9.1
D. Broadcast income (before federal income tax)	$ 48,481	16.5

Note: Excludes 148 independently operated fm stations.

[1]3,174 stations reported in 1958.

[2]Some small amount of network and national non-network time sales may be included here since stations with less than $25,000 time sales for the year do not report detailed revenue breakdown.

BROADCAST EXPENSES OF 4 NATIONWIDE NETWORKS, THEIR 19 OWNED AND OPERATED STATIONS AND 3,361 OTHER AM STATIONS

1959
($ thousands)

Type of expense	4 nationwide networks	19 network owned and operated stations	3,361 other am stations	Total
Technical	$3,612	$4,913	$60,661	$69,186
Program	24,235	11,015	133,662	168,912
Selling	5,434	4,397	84,428	94,259
General and administrative	6,650	4,627	168,109	179,386
Total broadcast expenses	$39,931	$24,952	$446,860	$511,743

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: Oct. 13 through Oct. 19. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

APPLICATIONS

Binghamton, N. Y.—Alfred E. Anscombe. Uhf ch. 56 (722-728 mc); ERP 211.45 kw vis., 105.73 kw aur.; ant. height above average terrain 129 ft., above ground 248.42 ft. Estimated construction cost $191,195, first year operating cost $192,820, revenue $288,000. P. O. address 246 Wallace Ave., Buffalo. Studio and Trans. location Arlington Hotel. Chenango and Lewis Sts. Geographic coordinates 42° 06′ 10″ N. Lat. 75° 54′ 32″ W. Long. Trans. RCA TTU-12A, ant. TFU-27DH. Legal counsel James E. Greeley, Washington. Consulting engineer Silliman, Moffet & Rohrer, Washington. Mr. Anscombe has interest in WKBW-TV Buffalo, N. Y. Ann. Oct. 11.

Columbia, S. C.—Palmetto Radio Corp. Uhf ch. 25 (536-542 mc); ERP 13.4 kw vis., 7.3 kw aur.; ant. height above average terrain 632 ft., above ground 541.4 ft. Estimated construction cost $49,300, first year operating cost $180,000, revenue $205,000. P. O. address Box 5307. Studio location 1811 Main St. Trans. location RFD #5, Cushman Rd. Geographic coordinates 34° 02′ 41″ N. Lat., 80° 59′ 51″ W. Long. Trans. RCA TTU-1B, ant. TFU-21DL. Legal counsel Covington & Burling, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include **Irwin Kahn**, 32.38%, **J. W. Lindau III**, 10.70%, **Samuel Litman**, 10.06%, **W. Croft Jennings**, 6.36%, and others. Palmetto Radio Corp. are present owners of WNOK-TV Columbia, and are proposing transfer from ch. 67 to ch. 25. Filed with application was petition for rulemaking. (See PETITIONS FOR RULEMAKING, WNOK-TV Columbia, S. C.) Ann. Oct. 14.

New am stations

ACTIONS BY FCC

Boise, Idaho—Treasure Valley Bcstg. Co. Granted 1010 kc, 1 kw D. P. O. address 145 Warm Springs Ave. Estimated construction cost $26,000, first year operating cost $35,000, revenue $38,000. **Ralph F. W. Frazer**, sole owner, has interest in KBOI Boise, Idaho. Ann. Oct. 12.

Poplar Bluff, Mo.—Don M. Lidenton. Granted 1340 kc, 250 w, unl. P. O. address 701 Popular St., Poplar Bluff. Estimated construction cost $7,030, first year operating cost $30,000, revenue $40,000. Sole owner **Mr. Lidenton** is in tv-radio sales and service. Ann. Sept. 15.

State College, Pa.—Suburban Bcstg. Corp. Granted 1390 kc, 500 w D. P. O. address 4201 Jefferson St., Hyattsville, Md. Estimated construction cost $18,173, first year operating cost $36,000, revenue $48,000. **Leon Pamphilon**, employe of U. S. Government, will own approximately 53%. Ann. Oct. 19.

West Allis, Wis.—Suburbanaire Inc., granted 1590 kc, 1 kw D. P. O. address c/o Herbert L. Mount, 2040 W. Wisconsin Ave., Milwaukee. Estimated construction cost $54,815, first year operating cost $78,200, revenue $88,090. Owners are **Herbert L. Mount**, attorney and **Neil K. Searles**, former general manager of WFOX Milwaukee, each 32½%, and others. Ann. Oct. 19.

APPLICATIONS

Paragould, Ark.—Greene County Bcstg. Co. 1440 kc, 500 kw D. P. O. address 214 Washington Ave., Memphis, Tenn. Estimated construction cost $13,600, first year operating cost $33,000, revenue $38,400. **Roy M. Scott Jr.**, sole owner, has interest in WHER Memphis, Tenn. Ann. Oct. 9.

Lompoc, Calif.—Stanley R. Bookstein. 1410 kc, 500 w. P. O. address 90 State St., Albany, N. Y. Estimated construction cost $42,603, first year operating cost $52,000, revenue $68,000. Mr. Bookstein is attorney. Ann. Oct. 19.

Columbus, Neb.—City and Farm Bcstg. Inc.—Amendment for new standard bcst. station to change frequency from 1590 kc to 1510 kc.

Fayetteville, N. C.—Fran-Mack Bcstg. Co. 1450 kc, 250 w. P. O. address 325 Hay St. Estimated construction cost $28,542, first year operating cost $18,000, revenue $24,000. Principals are **Michael Meiselman**, 55%, and **Maurice Fleichman, Charles Rose Jr.**, and **Tildon Walker**, 15% each. Mr. Meiselman owns theatre. Mr. Fleishman has interests in mens clothing stores and real estate company. Mr. Rose is attorney. Mr. Walker owns oil company and glass and mirror company. Ann. Oct. 13.

Bettie, Tex.—Center Bcstg. Co.—Amendment for new station to change ant. trans. and studio location and change station location to Pittsburg, Tex. (1510 kc). Ann. Oct. 19.

CALL LETTERS ASSIGNED

KSNB Santa Barbara, Calif.—Bert Williamson and Lester Spillane.
KSNA Santa Rosa, Calif.—Santa Rosa Bcstg. Co.
KMSL Ukiah, Calif.—Jack L. Powell and Alyce M. Powell.
WRHT Ocilla, Ga.—Ocilla Bcstg. System.
KWRA Idaho Falls, Idaho—Wester Radio Corp.
WHUT Anderson, Ind.—Radio WBOW Inc. Changed from WERX.
KGMT Fairbury, Neb.—Great Plains Bcstg. Inc.
WNOH Raleigh, N. C.—North Carolina Electronics Inc.
WJMG Washington, N. C.—WOOW Inc.
KBBR North Bend, Ore.—Big Bay Radio Inc. Changed from KFIR.
WTHT Hazelton, Pa.—Louis Adelman.
WNCG North Charleston, S. C.—KTM Bcstg. Co.

New fm stations

APPLICATIONS

Turlock, Calif.—House of Music. 98.5 mc, 1.441 kw. Ant. height above average terrain 75 ft. P. O. address 125 N. Broadway Ave. Estimated construction cost $12,000, first year operating cost $18,000, revenue $24,000. Principals are **Gordon D. Olson** and **Gordon Bonander**, 15% each, **Eldon Erickson, Roy F. Stalians, Donald E. Johnson, Oscar Gustafson, Walter G. Pankratz, John H. Boswell**, and **Dewey W. Green**, all 10%. Local businessmen. Ann. Oct. 19.

Chillicothe, Ohio—Shawnee Bcstg. Co. 93.3 mc, 2.68 kw. Ant. height above average terrain 205 ft. P. O. address Box 244. Estimated construction cost $11,457, first year operating cost $15,000, revenue $17,000. Fm applicant will duplicate WBEX Chillicothe. Ann. Oct. 13.

Knoxville, Tenn.—WKGN Inc. 99.5 mc, 27.53 kw. Ant. height above average terrain 173 ft. P. O. address Box 1750. Estimated construction cost $23,550, first year operating cost $24,000, revenue $30,000. Principals include **Abe D. Waldauer**, 41.18%, **George P. Mooney**, 17.65%, **Don Lynch**, 17.65%, and others. Messrs. Waldauer, Mooney, and Lynch have interests in WKGN Knoxville. Ann. Oct. 19.

Dallas, Tex.—Charles H. Meeks. 107.9 mc, 24.6 kw. Ant. height above average terrain 491 ft. P. O. address 3000 N. Harwood. Estimated construction cost $35,013, first year operating cost $12,000, revenue $6,000. Mr. Meeks has interest in KVIL Highland Park, Tex. Ann. Oct. 18.

Fort Worth, Tex.—KXOL Inc. 99.5 mc, 26.77 kw. Ant. height above average terrain 144 ft. P. O. address 3004 W. Lancaster. Estimated construction cost $23,540, first year operating cost $24,000, revenue $30,000. KXOL Inc. is licensee of KXOL Fort Worth, Tex. Ann. Oct. 13.

CALL LETTERS ASSIGNED

KEBJ (FM) Phoenix, Ariz.—E. Edward Jacobson.
KOZE-FM Lewiston, Idaho—Lewis Clark Bcstg. Co.
WCMR-FM Elkhart, Ind.—Clarence C. Moore.
WJCD-FM Seymour, Ind.—Dr. Azra C. Baker.
KSHE (FM) Crestwood, Miss.—Rudolph Edward Ceries.
WTFM (FM) Babylon, N. Y.—WGLI Inc. Changed from WGLI-FM.
WVOT-FM Wilson, N. C.—Wilson Radio Co.
WBCB-FM Levittown-Fairless Hills, Pa.—O'Keefe Bcstg. Co.
WPBS (FM) Philadelphia, Pa.—Bulletin Co.
KBMF-FM Pampa, Tex.—Coy C. Palmer.
KVOP-FM Plainview, Tex.—KVOP Inc.

Ownership changes

APPLICATIONS

KATV (TV) Little Rock, Ark.—Seeks transfer of control of **Central South Sales Co.** from **Bryan Mathes**, 10%, **James C. Leake** and **John Griffin**, 45% each, to Messrs. Leake and Griffin, equal partners, for $45,000. Ann. Oct. 17.

KAFE (FM) San Francisco, Calif.—Seeks assignment of license from **Joseph Hallowell Cox**, sole owner, to **Fine Music Bcstrs.** Change to corporte form of business with no financial transaction involved. Ann. Oct. 14.

WNVY Pensacola, Fla.—Seeks transfer of control of **Florida Radio and Bcstg. Co.** from **Ronald C. Tuten, H. R. Playford, Ed C. Wright**, and **H. W. Holland**, 25% each, to **Radio Pensacola Inc.** for $215,000. Principals are **Jack Dress** and **John C. Smith**, equal partners. Messrs. Dress and Smith own WKAB Mobile, Ala. Ann. Oct. 17.

WRMS Beardstown, Ill.—Seeks assignment of license from **Robert and Margareta Sudbrink**, equal partners d/b as **Beardstown Bcstg. Co.**, to **Beardstown Bcstg. Inc.** Change to corporate form of business with no financial transaction involved. Ann. Oct. 14.

KJAY Topeka, Kans.—Seeks transfer of control of **KJAY Inc.** from **Dale S. Helmers** and **Edwin V. Schulz Jr.**, 21.58% each, **J. W. McCoskrie Co.**, 21.05%, **D .William Overton**, 10.53%, and **Howard Helmers**, 5.26%, to **Dale S. Helmers**, 54.74%, **J. W. McCoskrie Co.**, 40%, and **Howard Helmers**, 5.26% (uncle to Dale S. Helmers), for $9,510. Ann. Oct. 13.

KREB (formerly KENT), **Shreveport, La.**—Seeks transfer of control of **Radio Shreveport Inc.** from **Gervase Stafford**, 50%, **Edwin J. Charles**, 30%, and **Arthur P. Rykken**, 20% to **Gervase Stafford**, sole owner. No financial consideration is involved. Ann Oct. 19.

WPTX Lexington Park, Md.—Seeks assignment of license from **WPTX Inc.** to **Key**

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SUMMARY OF COMMERCIAL BROADCASTING

Complied by BROADCASTING Oct. 19

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,472	60	101	823
FM	731	52	216	103
TV	477	13	113	106

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Oct. 19

	VHF	UHF	TV
Commercial	454	81	535
Non-commercial	38	14	52

COMMERCIAL STATION BOXSCORE

As reported by FCC through Sept. 30, 1960

	AM	FM	TV
Licensed (all on air)	3,469	723	475[1]
CPs on air (new stations)	53	40	14[2]
CPs not on air (new stations)	96	217	113
Total authorized stations	3,618	980	657
Applications for new stations (not in hearing)	611	66	29
Applications for new stations (in hearing)	202	34	75
Total applications for new stations	813	100	104
Applications for major changes (not in hearing)	577	25	34
Applications for major changes (in hearing)	280	7	16
Total applications for major changes	857	32	50
Licenses deleted	0	0	0
Cps deleted	0	0	2

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation and on which has not started operation.

Bcstg. Corp. for $69,000. Key Bcstg. Corp. is licensee of WBMD Baltimore. Ann Oct. 19.

WLEC-AM-FM Sandusky, Ohio—Seeks assignment of license from **Lake Erie Bcstg. Co.** to **Cleveland Bcstg. Inc.**, parent company. No financial transaction involved. Ann. Oct. 14.

WBTN Bennington, Vt.—Seeks transfer of control of **Catamount Bcstrs. Inc.** from **James G. Keyworth**, 76.75%, to **Belva C. Keyworth** (husband and wife). Mr. Keyworth is giving his shares of stock to Mrs. Keyworth as gift. No financial transaction is involved. Mrs. Keyworth is employe of WBTN. Ann. Oct. 14.

Hearing cases

FINAL DECISIONS

■ By decision, commission granted applications of Suburbanaire Inc., for new am station to operate on 1590 kc, 1 kw, D, DA, in West Allis, Wis., and Watertown Radio Inc., to increase power of WTTN Watertown, Wis., from 250 w to 1 kw, continuing operation on 1580 kc, D. Chrm. Ford not participating; Comr. Bartley abstained from voting. March 15 initial decision looked toward this action. Ann. Oct. 19.

■ By memorandum opinion and order, commission denied petition by Long Island's First Station Inc. (WGBB) Freeport, N.Y., for reconsideration of commission's May 18 memorandum opinion and order which removed from consolidated proceeding in dockets et al., and which granted application of Petersburg Bcstg. Co. to increase daytime power of station WSSV Petersburg, Va., from 250 w to 1 kw, continued operation on 1240 kc, 250 w-N. Comr. King not participating. Ann. Oct. 19.

■ By order, commission dismissed application of Cleveland Bcstg. Inc., for extension of completion date of cp for WERE-TV (Ch. 65), Cleveland, Ohio. In its petition to dismiss, WERE-TV stated that there is no reasonable expectation of constructing station. Ann. Oct. 19.

■ By decision, commission granted application of Suburban Bcstg. Corp. for new am station to operate on 1390 kc, 500 w, D, in State College, Pa. Comr. Bartley abstained from voting. Feb. 1 initial decision looked toward this action. Ann. Oct. 19.

■ By memorandum opinion and order, commission granted supplemental petition by Palmdale Bcstg., terminated proceeding in docket and granted its application to increase power of KUTY Palmdale, Calif., from 1 kw to 5 kw, continued operation on 1470 kc, D; engineering condition. Comr. King not participating. Ann. Oct. 19.

STAFF INSTRUCTIONS

■ Commission on Oct. 14 directed preparation of document looking toward granting application of Cal-Coast Bcstrs. for new am station to operate on 1480 kc, 1 kw, D, in Santa Maria, Calif. April 25 initial decision looked toward this action. Ann. Oct. 14.

■ Commission on Oct. 19 directed preparation of document looking toward remanding to examiner for further hearing on merger agreement prceeding on application of Audiocasting of Texas Inc., for new am station to operate on 1580 kc, 500 w-N, 1 kw-D, DA, in Waco, Tex., and Horace K. Jackson Sr. for new station on same frequency with 250 w-D, in Gatesville, Tex. Ann. Oct. 19.

■ Commission on Oct. 19 directed preparation of document looking toward granting application of White River Valley Bcstg. Inc., to increase daytime power of KBTA, Batesville, Ark., from 250 w to 1 kw, continued operation on 1340 kc, 250 w-N, and denying application of Cecil W. Roberts and Jane A. Roberts for new station of 1340 kc, 250 w, unl. inital decision looked toward this action. Ann. Oct. 19.

■ Commission on Oct. 19 directed preparation of document looking toward granting application of Pasadena Presbyterian Church for new class B fm station to operate on 106.7 mc in Pasadena, Calif., and denying application of Armin H. Wittenberg Jr., for same facilities in Los Angeles. Oct. 2, 1959 initial decision looked toward this action. Ann. Oct. 19.

Routine roundup

ACTIONS ON MOTIONS

By Commissioner Charles H. King

■ Granted petition by Rogue Valley Bcstrs. Inc. (KWIN) Ashland, Ore., and extended to Oct. 21 time to respond to petition for review of adverse ruling filed by Medford Bcstrs. Inc. (KDOV) Medford, Ore., in proceeding on their am applications, et al. Action Oct. 11.

■ Granted petition by Broadcast Bureau and extended to Oct. 24 time to respond to petition by Coastal Tv Co. to enlarge issues in New Orleans, La., tv ch. 12 proceeding. Acton Oct. 13.

■ Granted request by Cosmopolitan Bcstg. Co., New Orleans, La., and extended to Oct. 14 time to file its oppositions to petitions by Springhill Bcstg. Co., and Northwest Mississippi Bcstg. Co., to enlarge issues in proceeding on applications of Cookeville

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Bcstg. Co., Cookeville, Tenn., et al. Action Oct. 13.

■ Granted petition by Howard Wasserman and extended to Nov. 15 time to file exceptions to initial decision in proceeding on his application and those of Alkima Bcstg. Co. and Herman Handloff for new am stations in West Chester, Pa., and Newark, Del. Action Oct. 13.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Scheduled hearings on following proceedings: *Nov. 22*—am applicatons of Jesse Frank Carter, Eureka, Calif.; *Nov. 23*—Associated Bcstrs. Inc. (WHYS Ocala, Fla.); *Nov. 29*—fm application David L. Kurtz, Philadelphia, Pa. Action Oct. 11.

■ Scheduled oral argument for Oct. 14 on petition by Nevada Bcstrs. Fund. Inc. to dismiss without prejudice its application in Reno, Nev., tv ch. 4 proceeding. Action Oct. 11.

■ Granted petition by William R. Packham for dismissal without prejudice of his application for new am station in Hendersonville, N. C., and retained in hearing status am application of Radio Station WPCC Inc. (WPCC) Clinton, S. C. Action Oct. 12.

■ Granted petition by Clearwater Radio Inc. (WTAN) Clearwater, Fla., for dismissal without prejudice of its am application and retained in hearing status remaining applications in am consolidated proceeding—York County Bcstg. Co. (WRHI) Rock Hill, S. C., et al. Action Oct. 12.

■ Scheduled oral argument for Oct. 21 on petition by Laurel Bcstg. Co. to dismiss without prejudice its application for new am station in Laurel, Md., which is consolidated for hearing with am applications of S & W Enterprises Inc., Woodridge, Va., et al. Action Oct. 13.

■ Granted petition by TBC Inc. for dismissal without prejudice of its application and retained in hearing status application of Bay Video Inc., both for new tv stations to operate on ch. 13 in Panama City, Fla. Action Oct. 13.

■ Granted petiton by Uvalde Bcstg. Inc. to accept late filing of written appearance in proceeding on its application and that of Lewis O. Seibert for new am stations in Port Lavaca, Tex.; dismissed portion of petition by Seibert to dismiss Uvalde application for failure to prosecute and dismissed as moot portion of Seibert petition seeking to dismiss application of Mrs. Jane Rascoe. Action Oct. 13.

■ Granted petition by Earl McKinley Trabue to accept his written appearance filed late in proceeding on his application and that of Skyline Bcstrs. Inc., for new am stations in Myrtle Creek and Klamath Falls, Ore. Action Oct. 13.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Rex O. Stevenson, Ojai, Calif., and continued Oct. 10 hearing to Dec. 12 in proceeding on his am application. Action Oct. 7.

■ Pursuant to agreements reached at Oct. 12 prehearing conference, continued evidentiary hearing from Nov. 3 to Nov. 21 in proceeding on am application of Stephens County Bcstg. Co. (WNEG) Toccoa, Ga. Action Oct. 12.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by College Park Bcstg. Co., and continued Oct. 12 hearing to Nov. 14 in proceeding on assignment of call letters WEAS to its am station at College Park, Ga. Action Oct. 12.

■ Granted petition by Central Bcstg. Co., Valdese, N. C., insofar as it requests leave to amend its am application to show engineering changes; application removed from hearing and returned to processing line. Action Oct. 12.

■ Denied petition by Interurban Bcstg. Corp., for leave to amend its application for new am station in Laurel, Md., to reflect agreement between Interurban and Laurel Bcstg. Co., under terms of which the latter's am application would be dismissed, etc. Action Oct. 14.

By Hearing Examiner Millard F. French

■ Granted petition by Broadcast Bureau and extended from Oct. 17 to Nov. 18 time to file proposed findings of fact and from Nov. 21 to Dec. 20 for replies in Lake Charles-Lafayette, La., tv ch 3 proceeding. Action Oct. 12.

By Hearing Examiner Walther W. Guenther

■ Pursuant to agreements reached at Oct. 12 prehearing conference, scheduled certain procedural dates governing proceeding on am applications of Altus Bcstg. Co.

(KWHW) Altus, Okla., et al; scheduled hearing for Jan. 23, 1961 in lieu of Oct. 17. Action Oct. 12.

■ On own motion, scheduled further prehearing conference for 2 p.m., Oct. 26 in proceeding on am applications of Rogue Valley Bcstrs. Inc. (KWIN) Ashland, Ore., et al. Action Oct. 12.

■ Scheduled certain procedural steps, including hearing for Nov. 2, in proceeding on applications of Mesa Microwave Inc., for new fixed video radio stations near Pearsall, Cotulla and Encinal, Tex. Action Oct. 13.

■ On own motion, scheduled prehearing conference for Oct. 27 in proceeding on application of Carter Mountain Transmission Corp., to install additional trans. to transmit on 6387.5 mc at Copper Mountain, 40 miles south of Worland, Wyo. Action Oct. 14.

■ Granted joint request of parties and scheduled further hearing for Oct. 19 in proceeding on applications of Washington State U. for renewal of license and mod. of license of KWSC Pullman, and First Presbyterian Church of Seattle, Washington for renewal of license of KTW Seattle, Wash. Action Oct. 14.

■ On own motion, scheduled prehearing conference for Oct. 31 in proceeding on applications of New England Microwave Corp. for new fixed video radio stations in Richmond and North Adams, Mass. Action Oct. 14.

By Hearing Examiner Annie Neal Huntting

■ Upon agreement by parties, scheduled hearing session for 9:30 a.m., Oct. 26, in proceeding on am applications of Berkshire Bcstg. Corp. and Grossco Inc., Hartford and West Hartford, Conn. Action Oct. 13.

■ Scheduled hearing for Oct. 25 in proceeding on applications of J. R. Karban to change ERP, trans. site, transmission line and ant. system of two existing tv translator stations and for two new tv translator stations in Rhinelander, Wis. Action Oct. 13.

By Hearing Examiner H. Gifford Irion

■ Granted motion by Northside Bcstg. Co., Jeffersonville, Ind., and continued from Oct. 10 to Oct. 17 date for exchange of further exhibits and from Oct. 25 to Nov. 2 for further hearing in proceeding on its am application. Action Oct. 11.

By Hearing Examiner David I. Kraushaar

■ Granted petition by Crystal Bcstg. Co., Crystal, Minn., for leave to amend its am application to extent of revising its FCC form 301, sec II, paragraph 19, to reflect recent acquisition of broadcast interest by Jack I. Moore, one of its principals; rejected that portion of petition seeking engineering amendment. Action Oct. 11.

■ Rescheduled further prehearing conference now scheduled for Oct. 25 for Oct. 19 in proceeding on am applications of Frederick County Bcstrs., Winchester, Va., et al. Action Oct. 14.

By Hearing Examiner Herbert Sharfman

■ Granted request by Hirsch Bcstg. Co. (KFVS) Cape Girardeau, Mo., and further extended from Oct. 17 to Nov. 22 date for furnishing engineering exhibits by Hirsch and continued Oct. 25 hearing to Dec. 1 in am proceeding. Action Oct. 12.

By Hearing Examiner Elizabeth C. Smith

■ Denied motions by James E. Walley, Oroville, Calif., to quash notice of taking of deposition of Victor M. Ives by SanVal Bcstrs., Oroville, and for stay of this order pending appeal to commission and scheduled Oct. 31 to take deposition of Ives in lieu of date specified in notice in proceeding on am applications of Walley, et al. Action Oct. 14.

■ Granted petition by Earl McKinley Trabue for leave to amend his application for new am station in Myrtle Creek, Ore., to show reduction in power from 5 to 1 kw, using NON-DA ant. Action Oct. 14.

■ Granted petition, as supplemented, by Lake Cumberland Bcstg. Co. for leave to amend its application for new am station in Jamestown, Ky., to show change in partnership, name of applicant, and in other related particulars; application is consolidated for hearing with dockets et al. Action Oct. 14.

BROADCAST ACTIONS
By Broadcast Bureau

Actions of October 14

KRIZ Phoenix, Ariz.—Granted assignment of licenses to Radio Denver Inc.

WKAQ-AM-FM San Juan, P. R.—Granted involuntary transfer of control from **Angel Ramos** to **Mrs. Argentina S. Ramos, Jose Oviedo** and **Pablo Vargas Badillo**, executors of estate of Angel Ramos, deceased.

WKAQ-TV San Juan, P. R.—Granted involuntary transfer of control from **Angel Ramos** to **Mrs. Argentina S. Ramos, Jose Oviedo** and **Pablo Vargas Badillo**, executors of estate of Angel Ramos, deceased.

KO2XGO Portland, Ore.—Granted license for experimental tv translator station.

■ Granted STA for following vhf tv repeater stations: Hinsdale County Chamber of Commerce Inc., ch. 5, Lake City and vicinity, Hinsdale County, Colo. (KREX, ch. 5, Grand Junction) Ark Valley Tv Inc., ch. 7, Lamar, Colo. (KRDO-TV, ch. 13, Colorado Springs); Basin Tv, ch. 9, Basin, Mont. (KXLF-TV, ch. 4, Butte; Ekaiaka Community T. V. Club, Ekaiaka, Mont. (KDIX-TV, ch. 2, Dickinson, N. D.); Forsyth Community Tv Relay System Inc., chs. 6, 9, 11, Forsyth, Mont. (KGHL-TV, ch. 8, KOOK-TV, ch. 2, and KGHL-TV, ch. 8, Forsyth); Forsyth Community Tv Relay System Inc., ch. 9, Forsyth, and Thurlow, Mont. (KOOK-TV, ch. 2, Billings); Hot Springs Community T. V., ch. 5, Hot Springs, Mont. (KMSO-TV, ch. 13, Missoula); Snake Creek T. V. Assn., Inc., ch. 9, Snake Creek vicinity, Mont. (KFBB-TV, ch. 5, Great Falls); Richland Tv Club, ch. 10, Sidney, Mont. (KDIX-TV, ch. 2, Dickinson, N. D.); Pinkham Mountain Tv Club, ch. 9, Tobacco Valley area, Mont. (KREM-TV, ch. 9, Spokane, Wash.); Winnett Community T. V. System, ch. 10, Winnett, Mont. (KOOK, ch. 2, Billings); Village of Center, ch. 7, Village of Center, Neb. (KTIV, ch. 4, Sioux City, Iowa); Citizens Group, ch. 13, Village of Wood Lake, Neb. (KPLO-TV, ch. 6, Reliance, S. D.); Hot Springs Tv Club, chs. 3, 5 and 7, Hot Springs, S. D. (KOTA, ch. 3, Rapid City, S. D., KSTF, ch. 10, Scottsbluff, Neb., and KRSD, ch. 7, Rapid City, S. D.); Spearfish Tv Club, chs. 10 and 12, Spearfish, S. D. (KDSJ, ch. 5, Lead, S. D. and KOTA, ch. 3, Rapid City, S. D.); Jeffrey City Community Tv Assn., ch. 7, Jeffrey City, Wyo. (KTWO-TV, ch. 2, Casper, Wyo.); Hanna-Elmo Tv Assn., ch. 7, Hanna and Elmo, Wyo. and Medicine Bow, Wyo. (KTWO, ch. 2, Casper, Wyo.).

WGBH-FM Boston, Mass.—Granted cp to increase ERP to 50 kw and install new type trans.; ant. 550 ft.

WINY Putnam, Conn.—Granted cp to install new trans. (present trans. location) as aux. trans.; remote control permitted.

WSRW Hillsboro, Ohio—Granted cp to sidemount fm ant. on am tower; conditions.

WGLM(FM) Richmond, Ind.—Granted mod. of cp to decrease ERP to 32 kw; increase ant. height to 200 ft; change type ant. and make changes in ant. system.

WMRT(FM) Lansing, Mich.—Granted mod. of cp to increase ERP to 92 kw and change type trans.

KEFW(FM) Honolulu, Hawaii—Granted extension of completion date to Dec. 15.

Actions of October 13

WBVP-FM Beaver Falls, Pa.—Granted license for fm station.

WJEF Grand Rapids, Mich.—Granted cp to change ant.-trans. location, make changes in ant. system (increase height) and ground system; remote control permitted; condition.

WBAI(FM) New York, N. Y.—Granted cp to decrease ERP to 10.3 kw; increase ant. height to 650 ft.; change ant.-trans. location, main studio location, install new type trans. and new ant. and make changes in ant. system; remote control permitted; conditioned that this authorization does not constitute finding by commission concerning unresolved matters currently under study with respect to qualifications of WBAI Inc. and Pacifica Foundation.

WPTT(TV) Augusta, Maine—Granted extension of completion date to May 1, 1961.

Actions of October 12

KNDI Honolulu, Hawaii—Granted license for am station and specify studio location and remote control point.

WSLB Ogdensburg, N. Y.—Granted license to use old main trans. as aux. trans.

WHBF-TV Rock Island, Ill.—Granted license covering decrease in aur. ERP (main trans. & ant.).

KCRG-TV Cedar Rapids, Iowa—Granted license covering changes in tv station.

WKBW-TV Buffalo, N. Y.—Granted license covering changes in tv station and redescribe studio location; ERP vis. 91.2 kw, aur. 53.7 kw, ant. 1,420 ft.

KDUB-TV Lubbock, Texas—Granted license for aux. ant. system.

WJXT(TV) Jacksonville, Fla.—Granted license covering changes in tv station (main trans. & ant.); and aux. trans. and ant. system.

(Continued on page 123)

There's the modern look of long, low styling and a simplified, uncrowded control panel on the Collins 212G-1 Speech Input Console. And in operation, you have absolute control over simultaneous broadcasting and auditioning — from 9 of 13 inputs. The Collins 212G-1 offers the versatility and ease of operation necessary in every audio installation — plus attractiveness.

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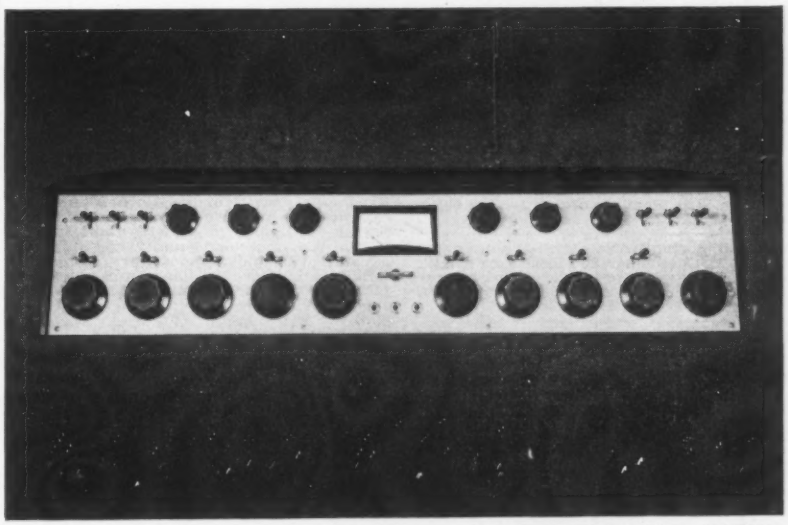

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RADIO

Help Wanted—Management

A station manager and a sales manager wanted for a small, top notch, northwest market station. Part of a group of six stations representing one of the finest radio facilities in the northwest. All new equipment, excellent staff, fine local reputation in the market. Send complete resume to Box 504C, BROADCASTING.

Assistant manager, Texas kilowatt. Strong sales-announcing experience required. Good salary, bonus. Box 552C, BROADCASTING.

We have problem small market Florida radio station. Have you courage and ability to solve our problems and be rewarded with ownership? Box 602C, BROADCASTING.

Manager-salesman to launch new station in Winchester, Virginia. Send resume and references to Box 636C, BROADCASTING.

Manager wanted for radio station employing 15 people town of 25,000. Must be good business man. Send complete resume to Box 637C, BROADCASTING.

Top-rated station—Jackson, Miss.—has opening—salesman with management potential—30-40 — married. Guarantee — moving expenses—rapid advancement for producer. Area applicants favored. Send resume-photo first letter. P.O. Box 197, Jackson, Miss.

Sales

South Florida calls. Before winter strikes, make the move you've dreamed about. Full-timer metro market needs salesman at least two years experience. Good opportunity for you to work up in one owner chain. Box 259C, BROADCASTING.

Experienced salesman for Chicago radio and tv national rep. Box 484C, BROADCASTING.

35% commission, $40 per week, in medium size midwest market. Very prosperous fm only. Opportunity to advance to sales manager with considerable salary increase. Box 502C, BROADCASTING.

Southern Arizona station has opportunity for easy-sell salesman with proven sales record. After trial period can offer sales managership. Good salary plus commission. Give full details, references, and snapshot. Box 580C, BROADCASTING.

Outstanding mid-west independent in community of 25,000 requires experienced sales manager. Excellent opportunity. Box 607C, BROADCASTING.

Money-Opportunity. Salesman-announcer or announcer-salesman. Experienced only. KW. est. Pa. to do air trick—sell. Excellent active account list: salary, commission, bonus. Box 612C, BROADCASTING.

Experienced salesman to take over established accounts in Wisconsin city. Guarantee with 20% commission. Insurance and other benefits. Box 625C, BROADCASTING.

Sales manager for Iowa single station market. Must have good sales record and be able to do some air work. Salary open. Send resume, tape and picture to Box 626C, BROADCASTING.

Top-rated station—Jackson, Miss. See our ad under Management. P.O. Box 197, Jackson, Miss.

Sales managers wanted—Nationwide radio program syndication firm wants regional sales managers. Some choice territories still open. Call or wire "Minit-Mats," 38 East 57th Street, N.Y.C. MU 8-6380.

Help Wanted—(Cont'd)

Announcers

South Florida. Fast paced, format radio, who is willing to work and follow instructions to make better than average money. Family man only. Box 315C, BROADCASTING.

First phone dj-announcer. Enthusiastic air personality most important. No maintenance 36 hour week. Eastern market, top-rated 5 kw. Send tape pic, details and salary wanted. Excellent opportunity Box 440C, BROADCASTING.

Negro announcer dj, must be capable of handling newscasts. Florida market. Excellent working conditions. Company benefits. No schoolboys, no beginners, no COD's. Send tape and resume. None returned. Box 446C, BROADCASTING.

Ohio station wants a reliable announcer or first class announcer-operator with emphasis on announcing, will consider good announcer-salesman. Box 526C, BROADCASTING.

Swinger. For Number 1 Pulse. Metro N.E. Top 40. Tape, resume. Box 554C, BROADCASTING.

Announcer, at least one year tv, to do staff work, news, weather, movie host. Must be mature in appearance and manner. No characters. Warm, sincere personality. Station is leader in 3-station market, resort area, part of aggressive chain. Excellent opportunity. Write Box 592C, BROADCASTING.

Wanted announcer with first class ticket for eastern radio station in small town. Delightful living conditions. Send resume to Box 599C, BROADCASTING.

Established Virginia station has opening for experienced announcer. Box 633C, BROADCASTING.

Southern Oregon. Sparkling dj/proven salesman for medium market. No frantic 40; rhythmic sweet format. Monthly base plus commission. Give salary, tape, photo. Dry vacationland. Box 646C, BROADCASTING.

Opportunity for mature radio announcer seeking permanent position. Exceptional benefits in return for resonant voice and highly professional style. Midwestern CBS basic radio-tv, outstanding community. Send tape and photograph immediately. All inquiries answered. Box 652C, BROADCASTING.

Expanding operations creates need for two experienced, creative announcers for top paying position in progressive radio-tv stations. We offer opportunity for outlined advancement and responsibility for stable family men. Have pension, bonus, vacation, insurance and other fringe benefits. Please send complete resume with references to Robert E. Schmidt, General Manager, KAYS, Hays, Kansas.

Announcer-salesman with 1st from southwest. Letter now. A good deal for the right man. Jack F. Sims, Manager, KBAN, Bowie, Texas.

Immediate opening for experienced staff announcer. KBUD, Athens, Texas.

K-EZY—Disneyland Hotel—Anaheim, California. Ideal living. Auditioning experienced announcers with 1st phone. Announcing strong, technical light. Air mail tape, photo, resume, references, salary expected.

DJ with good sound and first ticket. No maintenance unless you wish. KGHM, Brookfield, Missouri.

Help Wanted—(Cont'd)

Announcers

Announcer daytimer. Mail tape, photo KVWM, Showlow, Arizona

Experienced staff man for fulltime 5 kw. AM station near Philadelphia (with other applications pending) capable of growing with us. Good salary, profit-sharing plan, other benefits. Personal interview required. WCOJ, Coatesville, Pa. DUdley 4-2100.

Announcers, here is the opportunity you have been waiting for! If you have been announcing at least 2 years or more, take pride in your work, love announcing, production and everything that comes with a first class station, there is a job available for you. Work with permanent type fully capable radio people, in one of the South's most modern stations in a growing, progressive 2 station market. Station is expanding to F.M. Must be versatile, experienced! Top pay for right man . . . preferably from the Carolinas or surrounding area. Personal interview required. Contact Clay Cline, WDBM, Statesville, N.C. Telephone TR 2-2455.

Announcer with first ticket. Send tape, experience, salary expected. WEZJ, Williamsburg, Kentucky.

DJ-newsman wanted for top-rated station in Finger Lakes region of New York state . . . midway between Rochester and Syracuse. Please rush tape and resume to Jerry Sherwin, Program Director, WGVA, Geneva, New York.

Miami, Florida, WINZ, 50,000 watts needs top grade adult personality disc jockey with production experience. Must have tape, photo and resume fast. Ned Powers, Program Director.

At once! Announcer with first phone. Maintenance a must. $100 weekly. Tape, resume to WRUM, Rumford, Maine.

Professional announcer with a thorough knowledge of the entire standard classical repertory; a real speaking knowledge of at least French, German, Italian and a familiarity with other languages. Experience in general production. Top pay. Send audition and resume to International Good Music, 1151 Ellis Street, Bellingham, Wash.

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential. Professional Placement, 458 Peachtree Arcade, Atlanta, Ga.

Announcer-engineers experienced with first class ticket for new station in Delaware, Ohio. Third station in growing group. Send tape and full details to C. R. Taylor, 14 Campbell St., Delaware, Ohio.

Technical

Immediate opening for engineer-announcer at southeastern daylight station. Require first ticket. Good salary, hours, to right man. Send audition tape and resume to Box 472C, BROADCASTING.

Top north California station needs top engineer, who can also be either top announcer or top salesman. Top pay. Full details to Box 508C, BROADCASTING.

Studio supervisor for one of nations outstanding 50 kw stations in northeast. Large staff. Interesting and varied programming. Excellent facilities. Good pay and company benefits. Box 575C, BROADCASTING.

First class engineer-announcer wanted New York state. State full particulars including salary wanted. Box 598C, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Wanted: Chief engineer for 5000 watt directional West Virginia station, capable of complete charge and maintenance. Permanent position. Send qualifications, salary requirements, and photograph. Box 643C, BROADCASTING.

Southern Oregon. Recently purchased adult station, medium market. Wants good sounding chief. State monthly salary, experience; send tape. Permanent family man. Dry mt. area. Box 645C, BROADCASTING.

Engineer—Minimum 3 years experience, 1 year in production. Edit tape, operate auto tape equipment, some maintenance. Requires 1st phone, transportation. Morning shift—$425 to start. Send resume to Chief Engineer, KSTT, Davenport, Iowa.

Engineer for fulltime 5 kw. AM only, with other applications. Experience desirable but secondary. Must be capable of growing with us. Personal interview only. Call or write Chief Engineer, WCOJ, Coatesville, Pa. DUdley 4-2100.

WRMF, Titusville, Florida, next door to Cape Canaveral. Chief-engineer-announcer. Gates equipment. Daytime. Non-directional. Twenty hours board work. Good salary. Permanent. Immediate.

Chief engineer or combo chief and announcer. Salary open. WVOS, Liberty, New York.

Chief engineer. Supervisory-maintenance engineer for one thousand watt fm station and closed circuit television on university campus. Must have first class radio license. Excellent working conditions in new studios and with new equipment. Contact immediately D. C. Kleckner, Bowling Green State University, Bowling Green, Ohio.

First class engineer for transmitter duty. No announcing. Contact L. E. McKinney after 7:00 p.m. Atlas 3-8906, Waycross, Georgia.

Production-Programming, Others

News director with minimum three years radio news experience for established operation. Send resume (no tape) including experience, background, availability, telephone number, starting salary requirement and any other information deemed important. Your application will be acknowledged Applicants must reside within 150 miles of Chicago-Peoria area. Box 531C, BROADCASTING.

Program director, experienced, to handle key air work, supervise program department. This is a sound adult local operation. Box 608C, BROADCASTING.

Wanted: Newsman—central California regional station is looking for expert all-around man to gather, write and air news in authoritative style. Good future with number one station. Rush resume, tape at 7½ and reference to Box 629C, BROADCASTING.

Wanted. Continuity writer with background in audience and sales promotion for number one station in Philadelphia. Typing required. Send resume, photo and salary to Roy Schwartz, Radio Station WIBG, Philadelphia 3.

Open, a permanent position in radio copy. Past experience and good record necessary. Good pay, pleasant living conditions in Kenosha, Wisconsin. Midway between Milwaukee and Chicago. Call or write Bill Lipman, WLIP.

Wanted: Copywriter for Florida east coast station: Must be fully acquainted with production. Good pay, top station. Call Dick Clark, WMFJ, Daytona Beach, Florida.

Gal copywriter—Must b abl two right copy thats ezy too reed and that sells! Kontact Lou Skelly, W-WOW, Conneaut, Ohio.

RADIO

Situations Wanted—Management

Experienced manager. Ten years present successful operation. Seventeen years radio. Box 899B, BROADCASTING.

Manager with capital to invest due to sale of present station. Prefer midwest but will consider other locations. Established track record. Address Box 492C, BROADCASTING.

Staff level broadcasting executive. 26 years experience in all phases of broadcasting. Capable of planning future expansion or solving the immediate problem. Very strong in sales and organization. Excellent record available for inspection. Can offer top industry references. Available for interview any place any time. Box 579C, BROADCASTING.

Age 45. 15 years radio. Last five managing in small market. Average annual gross $52,000. Not spectacular. Just hard worker. No great gift to radio. Like to manage and sell in Georgia, Florida or Alabama. Those wanting miracle man do not contact me. Box 583C, BROADCASTING.

Experience, success, stability. Small market manager with eight years of success. Experienced in all phases of radio operation. Have first class license. Adult, family man. Ready to move up. Would consider second spot in major market. A five figure man. Presently employed. Prefer south or west. Box 586C, BROADCASTING.

Yes . . . Young, experienced, satisfaction guaranteed. Twelve successful years in all phases. Presently managing number one operation in market. Seeking change to urban area in east. Be positive. Answer yes. Box 587C, BROADCASTING.

Employed manager; $160,000 gross profitable operation; six radio three tv markets; 12 years successful executive and sales record; excellent reputation; personally selling over 50%; seeking more desirable association. Box 601C, BROADCASTING.

Successful television sales executive desirous of management in Florida television or radio station. Six years of national and local sales experience — Chicago market. Capital to invest for good station. Early thirties—family man. Familiar with network and independent operations. Also familiar with programming. Box 614C, BROADCASTING.

Selling sales manager ready for station management. Presently, small competitive market, California. Income above average and worth it. Complete inquiries, who-where-what-why-when-how much, will merit complete reply. Box 618C, BROADCASTING.

Experienced, sober, family man, former owner, desires management small market station, always in the black. Box 621C, BROADCASTING.

Productive sales record, good administrator, married, veteran, with first ticket. Box 635C, BROADCASTING.

Station sick? Top level executive available weekends as consultant. Write P. O. Box 35381, S. Post Oak Rd. Sta., Houston 35, Texas.

Sales

Experienced salesman, announcer: Background small market, mature voice, news, music, commercials. Married, family, looking for permanent spot, decent wage, no drifter. Now employed. Box 632C, BROADCASTING.

Announcers

Announcer, experienced, vet, run own board, tight format, no floater, prima donna. Box 477C, BROADCASTING.

Negro announcer, personality, 2 years experience, any type program's including combo. Reliable references. Box 485C, BROADCASTING.

Available immediately. First phone announcer. Desires position in Oklahoma. Strong on news and commercials. Experienced. Box 550C, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

News and sports. Plus, adult music and production. Versatile. Responsible. Box 571C, BROADCASTING.

Country dj—14 years experience, music, sports, news, wanted solid position with solid organization. Box 582C, BROADCASTING.

West coast announcer wishes to relocate. Currently employed. Will go anywhere. One year commercial experience, two years educational. Experienced with most types of programming, some network. Reliable and conscientious. Three years of college. Box 589C, BROADCASTING.

Announcer Experienced, Young, ambitious, veteran, professional school background, looking for larger market, fast paced format preferred. Box 590C, BROADCASTING.

Experienced announcer seeks California job. 1st phone. Bright approach to air work and production. Will add humor and good copy to your "swingin" operation. Box 594C, BROADCASTING.

Announcer, experienced. Family man. Sales. Bright sound. Want to settle down. Box 597C, BROADCASTING.

Capable, intelligent disc jockey, Negro available, just completed 8 months announcer training studios. Tops in news. Work own board. Box 600C, BROADCASTING.

Tennessee stations: Young, married native son seeks position in home state. Two years experience present station. Good sound, reference, schooling. Box 604C, BROADCASTING.

Young, experienced "personality plus" dj, good references can promote with appearances and hops. Box 605C, BROADCASTING.

Swinger available for station desiring number one ratings. Currently Pulse and Hooper rated number one. Married, college graduate. Desire P.D. or D.J. slot in or around Indiana. $550 minimum. Box 610C, BROADCASTING.

Do you need a good gospel announcer that's strong on news. Then write me. Short on experience but professionally trained and will work hard. Box 613C, BROADCASTING.

Idea man. Now announcer-news director, looking for creative position. Will travel for genuine opportunity. Box 617C, BROADCASTING.

Energetic morning personality known for ideas-gimmicks-ratings desires permanent spot with live wire major market station. Responsible family man. Box 619C, BROADCASTING.

First phone sports director, top dj personality. Top 40 or Good Music. Eight years play-by-play and dj with same chain. Excellent references. Box 622C, BROADCASTING.

First phone professional dj-swingin' but not screamin'—tight production—presently employed in large market. Eight years with same chain. Box 623C, BROADCASTING.

Announcer, experienced, want to settle down. Operate own board, dj highly experienced in country, western music. Box 630C, BROADCASTING.

Swingin' dj, college grad, 1½ years experience, want outside events. Box 631C, BROADCASTING.

Attention northeast—Announcer, 2 years with 10,000 watt top 40, wants to discover real radio again. Likes extensive commercial production. Tape, resume available. Box 638C, BROADCASTING.

Announcer with first phone. Replies confidential. Box 642C, BROADCASTING.

Female, employed in radio air work wishes to relocate. Tape on request. Box 647C, BROADCASTING.

"The Great Debate." Should I move? Promise of security and more money! I'll take it. 7 years. voices, will sell. Box 648C, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

O.K. Used D.J. Early morning model with 3 years experience and built in promotion direction. All the extras. Looking for convertible climate and salary to match. For facts Box 650C, BROADCASTING.

Announcer dj, copywriter. Ambitious, hard worker. Creative. Mature voice. Strong on personality. Operate own board. Will travel anywhere. Tape, resume, photo. Larry Beller, 1745 East 55th Street, Chicago 15, Illinois. Phone: BUtterfield 8-5404.

Negro announcer desires position, will travel. S. Brown, 5950 N. 16th St., Phila. 41, Pa.

Experienced "country" dj, fast board, good ad-lib personality desires position in station with future. Dependable, married. Bob Dean, Rt.-1, Box 73, McGaheysville, Virginia.

General staff announcer, limited experience. Prefer work within 150 mile radius of Chicago. Bob Edwards, 22 W. 455th Winthrop, Glen Ellyn, Illinois, HO 9-2498.

Announcer-dj vet, single, 6 years sales musician, midwestern broadcasting school. Pleasant voice, midwest preferred. Gary Gray, 217 Duane St., Battle Creek, Michigan.

Announcer. 5 years here, six last station. Air salesman, promotion minded, would move to larger midwest market $625.00 start. Family man, Gibraltar solid, background copy, sales, management, programming. Jack Larkin, 1214 Franklin Street, Moberly, Mo., AM 3-3711.

First phone deejay available now to any swinging station, station seeking an air personality. Air check available. Educated, stable family man of 26. Woody Lester, Phillipsburg, Kansas. Phone 936 now.

D-Js experienced. Good ad lib personalities. Fast board. Good sell. Contact New York School of Announcing and Speech, 160 West 73rd Street, New York City.

Announcer with very light experience desires position. Broadcasting school and privately tutored in speech. Some college, third phone. William O'Toole, c/o Falconnet, 255 West 84 St., New York City.

Disc jockey town and country experienced. John "Zig" Porter, 506 S. Union St., Kokomo, Indiana.

Situations Wanted—(Cont'd)

Announcers

Announcer—DJ. Dependable, swinging deejay, ambitious hard worker, strong on commercials, news, tight board work. Good voice, looking for opening. 3rd class ticket. Graduated broadcasting school. Tapes on request. Contact Stan Tuman, 961 Eastern Parkway, Brooklyn 13, N. Y.

Desire announcing position with opportunity in sales. Degree, University of Wisconsin, radio-tv major, advertising minor, postgrad study Northwestern University. Army television. Commercial experience. Sincere soft sell. Uncle Sam need not reply. Once was enough! Jim Young, Pleasant Street, Portage, Wisconsin. Riverside 2-3684.

Technical

Transmitter engineer, first class ticket, limited operating experience. Permanent position in California desired, willing to learn maintenance. Box 584C, BROADCASTING.

Combo—First phone; trained announcer. Married, vet, college, needs start. Box 595C, BROADCASTING.

Experienced CE-announcer seeking "pop" station requiring personality to handle reasonable morning or afternoon air shift and technical duties. Construction, remodeling experience. Prefer west-midwest. Consider other good offers. Box 603C, BROADCASTING.

Have lot of experience both radio and tv, some as chief. South, southeast only. Box 606C, BROADCASTING.

Experienced first phone—good engineer, fair announcer. Box 616C, BROADCASTING.

Chief engineer. Experienced, creative, with good personality and references. No announcing. Prefer south or southwest permanent position. Box 639C, BROADCASTING.

Experienced first phone. Will travel. Box 31391, Los Angeles 31, California.

West far west, first phone, second, telegraph. Married, age 29. Any phase communications considered. Strohmeyer, 238 N. 13 St., Kansas City, Kansas.

Situations Wanted—(Cont'd)

Production-Programming, Others

Married man with first phone desires position in programming with no maintenance. Lively programming ideas—writes lively copy. Not a drifter. Wants a steady job with chance to move up. Can run own board. Two years experience. References. West U.S. preferred Box 445C, BROADCASTING.

FM stations: AM refugee desires to use creative energies in production, programming and writing for fm. Wide background. Box 515C, BROADCASTING.

Newscasting with that authoritative tone. Announcer with many years experience seeks opening in news department. Presently employed. Details and tape upon request. Box 570C, BROADCASTING.

News director, presently heading a staff at major market independent. Excellent voice, delivery, college graduate, excellent references. Seeking position with aggressive, responsible organization. 7 years experience in all phases broadcast news. Box 574C, BROADCASTING.

Ace production gal, desires position with king-pin station Washington, D. C. It's your deal. Box 576C, BROADCASTING.

Help! Let me help you. Married, dependable, with top business and character references. Experience includes air work, production, news, sales, sales promotion, programming, programming promotion, and ownership. Programming of present station gained No. 1 Hooper (43.3%) from last place (4.8%) in 4 radio, 1 television market. Am human dynamo. Must be big advancement. Write-wire-send carrier pigeon. Box 628C, BROADCASTING.

Colorful award winning news director and newscaster seeks lively metropolitan operation. Box 640C, BROADCASTING.

Newsman, radio-tv . . . 10 years major markets, legman, newsfilm, airman. Box 651C, BROADCASTING.

Currently well situated major market newscaster and experienced program director desires position as program and/or news director in large Florida market. A well rounded background includes 13 years of radio and television with the finest references. Familiar with production, personnel, and budgeting. Interested in building adult appeal programming for metropolitan station. Complete details available by contacting "Director," 18681 Washburn, Detroit 21, Mich.

Newsman-photographer-pilot seeks position with medium-market radio or television station. Resume and tape on request. Write: Joe McDonough, 136 Rinne Street, Pittsburgh 10, Pa.

TELEVISION

Help Wanted—Sales

Hard-hitting salesman for aggressive local tv selling. Good guarantee—commission plan and opportunity. Radio or tv experience required. ABC station—top homes 6:00 p.m. to midnight—best coverage. Send photo and background to Lee Colee, 621 Main Street, Peoria, Illinois.

Technical

Television transmitter engineer, strong on maintenance, hunting, fishing, skiing. Contact Marion Cunningham, Chief Engineer, KTWO-TV, Casper, Wyoming.

Assistant chief engineer or studio operations engineer. Salary open. Prefer 2 to 3 years experience in maintenance. Jerry E. Smith, C. E., Box 840 Corpus Christi, Texas.

Production-Programming, Others

South Florida tv station needs aggressive man to gather and write local news. Must have previous experience in newspaper or radio-tv. Prefer young man, married or single, who is willing to settle down and stay with the job. Salary commensurate with ability with an opportunity for extra income from stories filed with the wire service. Please send full particulars including photograph and references first letter. State salary wanted. Address all replies to Box 577C, BROADCASTING.

THERE MUST BE SUCH A MAN!

(a well qualified News Director . . .)

We're the top independent station in our area and we've been on a month-long expedition searching for a really powerful News Director. We do wonderful things with music, news and service. . . .

Our standards are extremely high. We want to maintain our reputation as one of the nation's finest examples of modern news coverage. We're not the least interested in a "rip and read" expert. It is our firm belief that a News Director should be provided with an excellent staff, Washington Bureau, overseas reporters, major wire services, on-the-scene reporters with radio equipped mobile units and then, that he assume direction. The man we want is an expert, completely experienced in the operation of a newsroom.

Our 50,000 watt station spends a great deal of money on news and devotes over 12 per cent of its schedule to its broadcast. We do public service programs on a regular basis (over two hours a day) and take strong editorial positions on issues vital to our community.

The man we want probably has a great deal of independent radio news experience. He may have traveled throughout the world . . . headed a Washington Bureau . . . produced award winning documentaries in addition to several years as director of a major station news operation. He shares with us a belief in the importance of news in modern radio. He demands perfection in coverage, reporting, writing and airing news twenty-four hours a day. He appreciates the fact that our station currently is the one surveys prove most people tune to for news.

If we are talking about you, you'll find the association with us most rewarding. Let us read all about you in a letter to Box 641C, BROADCASTING.

P.S. We believe you get what you pay for.

TELEVISION

Situations Wanted—Management

Need an assistant manager? Offering 5 years sales and promotion; 5 years tv production; 2 years agency account executive experience. Married, 33, college grad, now in mid-east, will relocate. Finest references. Box 588C, BROADCASTING.

Sales

Ex-Marine officer. 27, family, seeks sales career. Over three years experience in production, distribution and sales in the motion picture-television industries, plus a bachelor's degree and graduate work in mass communications. Outstanding scholastic background. Will relocate. Box 620C, BROADCASTING.

Young medium market radio station manager with first phone seeks medium-major market television, radio sales job. Management record good. Two stations managed in past two years are in black for first time in several years. Seek to get out from behind desk and strengthen actual sales experience under a good sales manager. College graduate. Salary and location open. Box 644C, BROADCASTING.

Technical

TV transmitter operator. First ticket, presently employed midwest tv station. Wish permanent position west coast. Interested in learning all phases transmitter operation and maintenance. No drifter. Box 585C, BROADCASTING.

Have lot of experience both radio and tv, some as chief. South, southeast only. Box 606C, BROADCASTING.

Television studio engineer. Three years experience, one year supervisory. Experienced all phases. First phone, RCA graduate. Desire position with progressive eastern station. Box 634C, BROADCASTING.

Florida stations hire graduates of our comprehensive studio production and operations training program. For equal satisfaction contact Intern Supervisor, WTHS-TV, Miami.

Production-Programming, Others

TV art and creative director. Extensive experience and professional background in art direction, advertising and promotion. Creative skill in all phases of production, including set design, staging, graphic arts, special effects, photography and film. Familiar with live, tape and color characteristics. Over 7 years of local, network and agency experience in production design, storyboard conception and station promotion. Top references, married, early thirties. Desires responsible position with either rural or urban station. Write Box 572C, BROADCASTING.

Eighteen years major network news reporter. Want metropolitan only, reporter or director-reporter. TV and/or radio. I won't work "cheap" and I'll make you money. Excellent references and sponsor record. Write Box 581C, BROADCASTING.

TV production-direction. 9 years of solid experience in television and film production, including local and network operations. Qualified background and proven creative potential in script and visual development of program formats and commercials. All-round direction budget and staff coordination. Excellent references. Age 33, married. College graduate. Seeks responsible position with progressive station in USA or Canada. Phone NOrmandy 1-4923, Los Angeles, or write Box 573C, BROADCASTING.

Director . . . Four years. No residue. Show productions, 26, 4 dependents. Box 611C, BROADCASTING.

FOR SALE

Equipment

Three used 50 kw am broadcast transmitters, two used 5 kw transmitters, one used 1 kw transmitter. Will sell all or part. Write for details. Box 447C, BROADCASTING.

Ampex-A122 in case $195.00; Presto T18 turntable with 16 inch Gray arm and Fairchild SM-1 cartridge and 2½ mil stylus all for $75.00. Box 624C, BROADCASTING.

Five kilowatt a.m. transmitter. Modified WE5C excellent operating condition. Fully depreciated on our books. Make offer. CHVC, Niagara Falls, Canada.

Microphones: 2 Shure 556 multi-impedance; 1 RCA 77DX polydirectional; 1 RCA 88A pressure; 1 RCA 44BX junior velocity; all now in use. Also, 2 Clarkstan arms, 2 RMC arms (lateral & microgroove heads) with equalizers. Best offer for any or all. WDEC, Americus, Georgia.

G.E. 250 watt transmitter complete with tubes and crystals. $600. WJBW, New Orleans, La.

Tower—immediate delivery—Utility heavy duty 185′ with lighting kit—dismantled—ready for shipment. WOKJ, Box 2667, Jackson, Miss. FL 4-4096.

Motorola 60 watt mobile and base, high gain antenna, remote control, antenna matching unit. New, cost $4,000, now $1200. Enterprise, Bastrop, Louisiana.

Video monitors. Closed circuit and broadcast. Foto Video Laboratories Inc., Cedar Grove, New Jersey, CE 9-6100.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Special sale. We're moving to our new plant in New Brighton, Minn. Several used lab and demo video monitors. 17″ models $185.00 @ new warranty. Miratel, Inc., 1083 Dionne St., St. Paul, Minn.

Microwave transmission line-Andrew 1⅝″ and ⅞″ teflon insulated. Large quantity, complete with connectors, ells, hardware, cables and dehydrating equipment. New. Unused. Bargain. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

Best offer takes RCA, B.T.F. 250A fm transmitter, 4 sectional 54′ Pylon antenna (4-13½ sectional). United Broadcasting Company, Hotel Shoreham, Washington, D. C., CO 5-4734.

WANTED TO BUY

Stations

Will buy all or controlling interest in am station, small Ohio market. Reliable, financially, confidential. Box 532C, BROADCASTING.

Equipment

Used uhf transmission equipment including transmitters, filtrexers and antennas. Give full particulars including type numbers, location of equipment, channel number and price. Box 420C, BROADCASTING.

Fast-rising, quality college radio station desperately needs speech input equipment. Your gift tax deductible. Box 593C, BROADCASTING.

Used fm transmitter 500 to 1,000 watts with antenna. No studio equipment. Box 609C, BROADCASTING.

Want I.O. camera, stl, consoles, lo band/lo power tv trans and freq/mod monitors. Anything in broadcasting field from a tube to a tower sold or bought. Electrofind, 550 Fifth Avenue, N.Y.C.

Do you have white elephant on your hands? We are in need of complete fm station equipment. Have c.p. for hot spot in southern California ready to go. Prefer complete station setup. Write, wire or phone Cordell Fray, 8046 Fulton Avenue, North Hollywood, California, Triangle 3-1967.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting October 26, 1960. January 4, March 1, 1961. For information, references and reservations write William B. Ogden. Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Broadcasting—The National Academy of Broadcasting, 3338 16th St., N.W., Washington, D. C., starts new classes November 1st. Be an announcer, disc jockey, writer or producer. Phone DE 2-5580 for catalog and job list.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

MISCELLANEOUS

Would share excellent single tv script idea with first class scripter. Box 596C, BROADCASTING.

Would like to locate Robert D. Clifton, 29, white, single. Radio announcer. Any information please send to Box 669, Culpeper, Virginia.

RADIO

Help Wanted—Announcers

Large Florida Market wants top all nite man—no first phone required.
Box 649C, BROADCASTING

MORNING MAN

To carry on program with highest area rating for over 15 years. Tight production, a warm personality, bright friendly style and ability to put on distinctive program is required. Preference given to applicant now doing successful morning show. Unusual opportunity for right party. Send complete resume, salary expected and when available. Rush air check and snapshot to

Bob Wylie, PD
WAKR
Radio-TV Center
Akron 20, Ohio
PO 2-8811

Technical

CONSULTING ENGINEER

Broadcast experience or degree. Will train qualified beginner. AM-FM-TV allocation and field work. Resume to: Walter F. Kean, 19 E. Quincy St., Riverside, Illinois.

Help Wanted—(Cont'd)

Production-Programming, Others

WANTED

Newsman—Central California regional station is looking for expert all-around man to gather, write and air news in authoritative style. Good future with number one station. Rush resume, tape at 7½ and reference to:

Box 629C, BROADCASTING

RADIO

Situations Wanted

Production-Programming, Others

BRAINS & TALENT—
Some say I have both. I think you will too. Consistently high-rated disc-jockey . . . who has originated some of radio's best programming ideas. Now with top chain, but want to make change to program director. Prefer second station in market, which we can make number one together.
Box 578C, BROADCASTING

TELEVISION

Help Wanted

Production-Programming, Others

NEWS DIRECTOR

South Florida Television Station wants experienced on Camera News Director.

Must have at least two years *experience* in News Department, with knowledge of photography, silent and sof, video and audio tape. Applicant must have knowledge on how to set up and manage News Department personnel, stringers, etc.

News Director will do one daily newscast per day exclusively.
Salary open, commensurate with background and ability.

Please do not apply unless you are an *experienced* News Director meeting the above qualifications with none to come. *This is not* a job for beginners in news or broadcasting.

Send full information in first letter with Videotape, SOF, pictures, etc., prior to personal interview. All replies strictly confidential materials and brochures will be returned.

Send all information to Chet Pike, P. O. Box 510, Palm Beach, Florida.

EMPLOYMENT SERVICE

OVER 500 STATIONS
ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for FREE application NOW
WALKER EMPLOYMENT SERVICE
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

TELEVISION

Situations Wanted

Production-Programming, Others

CHIEF PRODUCER-DIRECTOR
Now with large West Virginia station. Desires same position in larger market. Young, industrious, creative with seven years experience in all phases of production. Excellent recommendations from present employer. Resume and salary requirements upon request.
Box 627C, BROADCASTING

FOR SALE

Equipment

Spotmaster
NO. 1
IN CARTRIDGE TAPE EQUIPMENT
SEE THE NEW SPOTMASTER 500
A complete tape cartridge and self queing record-playback combo unit.
For details or demonstration, write
VISUAL ELECTRONICS CORP.
356 W. 40th STREET, NEW YORK 18, N.Y.

MISCELLANEOUS

BROADCAST PRINTING
New Approved
STANDARD BILLING FORMS
FOR RADIO/TV SPOT
as recommended by SPONSORS, Agency Financial Groups
1,000—$6.95, 2,000—$11.00, 5,000—$24.00.
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Specializing in Broadcast Telemetry
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John A. Moseley Associates
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Santa Barbara, California

FOR SALE

Stations

UPPER MIDWEST
1 KW Daytimer
Medium market. Grossing $75,000. Full price $120,000 29% down, balance 10 years.
Box 522C, BROADCASTING

FOR SALE

Stations

NEVADA FULLTIME
Largest southern Nevada city, asking $90,000. Low Down payment. Long terms. Perfect for owner-manager.
Box 555C, BROADCASTING

Ariz.	Small	Fulltime	$73M	terms
Calif.	Small	Fulltime	68M	15dn
Tenn.	Single	Daytimer	62M	cash
Va.	Single	Fulltime	57M	15dn
La.	Single	250w	107M	30dn
Ga.	Single	Fulltime	175M	29%
Va.	Single	Daytimer	80M	25dn
Ala.	Medium	250w	65M	22dn
Fla.	Medium	Regional	230M	terms
Wyo.	Medium	1kw-D	125M	29%
La.	Medium	Fulltime	158M	terms
Texas	Medium	1kw-D	225M	29%
Wash.	Metro	1kw-D	85M	30dn
Texas	Metro	1kw-D	130M	29%
Calif.	Metro	FM	49M	13dn

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS
Please Address:
1182 W. Peachtree St., Atlanta 9, Ga.

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For Buying and Selling
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Washington 6, D. C.
DEcatur 2-2311

Southern major, regional. Making money, owns real estate. $350,000—Midwest fulltimer, big profits, medium market. $150,000—Texas single regional. In black. $47,500—Southwest Major nice profits. Real estate incl. $225,000 — Southern single. In black. $45,000 with $12,500 down.—Southern medium fulltimer. Profitable. $130,000—Southern regional, medium market. $90,000—Texas fulltimer, medium market. $190,000.—Texas Commercial Wired Music Business, $45,000. PATT McDONALD CO., Box 9266, Austin 17, Texas. GL. 3-8080; or, Jack Koste, 60 E. 42nd., N.Y. 17, N.Y. MU. 2-4813.

FOR SALE

Stations

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE

NORTHWEST. Full timer. Doing $5,000 per month. Asking $45,000 with 29% down. Exceptional buy.

CALIFORNIA. Full time. Large and growing market. Asking $85,000 with 29% down.

SOUTH. Daytimer. $40,000 with $10,000 down.

SOUTHWEST. Full time. $150,000 with 29% down.

SOUTHWEST. Powerful daytimer. Asking $105,000 with 29% down.

SOUTHWEST. Full time. Network. Asking $75,000 with 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Dollar for Dollar

you can't beat a classified ad for getting top-flight personnel

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

(Continued from page 117)

WCTV(TV) Thomasville, Ga.—Granted license covering changes in tv station.

KTBS-TV Shreveport, La.—Granted license covering changes in tv station.

KYOS Mercede, Calif.—Granted mod. of license to operate trans. by remote control, using DA-N; conditions.

WYCA(FM) Hammond, Ind.—Granted cp to replace expired permit for increase in ERP and change in type trans.

WDJR(FM) Oil City, Pa.—Granted cp to install new type trans.

KQFM(FM) Portland, Ore.—Granted cp to change ant.-trans. and studio location.

WCRB-FM Waltham, Mass.—Granted cp to install new type trans.

KRMD-FM Shreveport, La.—Granted extension of authority through Oct. 31 to remain silent.

■ Following stations granted extensions of completion dates as shown: KGGK(FM) Garden Grove, Calif. to March 1, 1961; WEGA-TV Savannah, Ga. to April 17, 1961.

Actions of October 11

KUTT Fargo, N. D.—Granted assignment of cp to **D. Gene Williams** and **Delbert Berthoff** d/b under same name.

WFVG Fuquay Springs, N. C.—Granted assignment of license to **James F. Fianagan** and **Robert G. Currin**, d/b under same name.

KUTT Fargo, N. D.—Granted license for am station.

■ Granted STA for following vhf tv repeater stations: H-K Tv Assn., ch. 10, Salmon and Carmen, Idaho (KXLF, ch. 4, Butte, Mont.); Meeker Area Tv Assn., ch. 2, Meeker, Colo. (KUTV, ch. 2, Salt Lake City, Utah).

WSLB Ogdensburg, N. Y.—Granted license covering increase in daytime power and installation new trans.

KXIC Iowa City, Iowa—Granted mod. of license to operate main trans. by remote control using DA-D; conditions.

KJOY Stockton, Calif.—Granted mod. of license to operate trans. by remote control; conditions.

KASL Newcastle, Wyo.—Granted authority to sign-off at 6 p.m., Saturdays for period of 90 days except for special events.

KLUB-FM Salt Lake City, Utah—Granted extension of completion date to April 11.

Actions of October 10

KIDD Monterey, Calif.—Granted cp to replace expired permit which authorized change of trans. location, installation new trans. and changes in ant. and ground system.

KCDA(TV) Douglas, Ariz.—Granted cp to replace expired permit for tv station.

KFOY-TV Hot Springs, Ark.—Granted extension of completion date to Jan. 15, 1961.

Actions of October 7

■ Granted following stations authority to operate by remote control: KTBC, LBJ Co., Austin, Tex.; WRMN-FM, Elgin Bcstg. Co., Elgin, Ill.; KYCN, KOWBoy Bcstg. Co., Wheatland, Wyo.; WRDW, Radio Augusta, Inc., Augusta, Ga.

Petitions for rulemaking

National Association of Bcstrs. Washington, D. C.—Petition requesting institution of rulemaking looking toward amendment of sec. 3.111 of rules so as to require entry in operating log of frequency monitor reading *only at beginning and close of broadcast day* instead of every thirty minutes as is now required. Petitioner proposes that present sec. 3.111 be amended as follows: (a) Change present sec. 3.111(b)(4) to sec. 3.111(b)(5) and delete therefrom (iii); (b) Add new sec. 3.111(b)(4) to read as follows: "An entry of frequency monitor reading at beginning and close of broadcast day or, in case of continuous operation, once in each twelve-hour period"; and (c) Change present sec. 3.111(b)(5) to sec. 3.111(6). Add. Denied by memorandum opinion and order adopted Oct. 5, 1960 and released Oct. 10, 1960. Ann. Oct. 14.

WNOK-TV Columbia, S. C.—Requests amendment of rules with respect to tv allocations at Columbia, Camden and Lancaster, South Carolina, as follows: Columbia, S. C. 10—, *19+, 25—, 67+, at present; 10—, 14, 25—, *31—, proposed; Camden, S. C. 14, pres. 19+, pro.; Lancaster, S. C. 31—, at present, 67+, proposed. Further requests that WNOK-TV Columbia, S. C., be ordered to show cause why its authorization for ch. 67 should not be modified to specify operation on ch. 14. Ann. Oct. 14.

MORE THAN 50 GOOD REASONS WHY...

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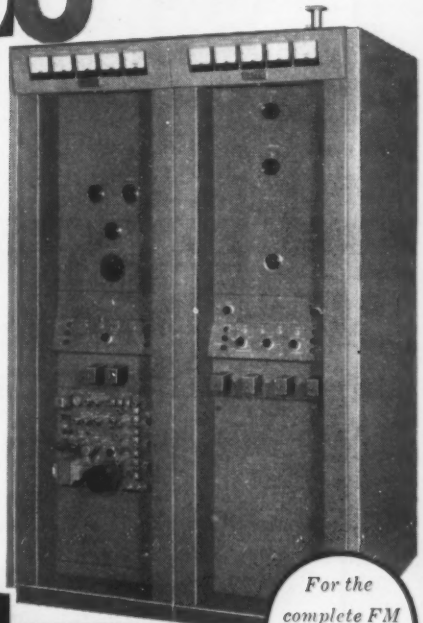

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OUR RESPECTS to Felix Jackson, NBC-TV programs vp, West Coast

'If I don't like it, I leave it...and try something else'

"I generally like what I'm doing," Felix Jackson, vice president, NBC Television Network Programs, West Coast, said last week. "If I don't like it, I leave it alone and try something else."

That throwaway statement is probably a better expression of Mr. Jackson's personal philosophy than any one he might more carefully prepare. Certainly it is an apt summary of his career as a writer of plays, novels, movies and tv programs, as a producer for stage, screen and television and as a network and advertising agency program executive. Wherever he has gone it's been because that's where he wanted to go; whenever he has left it's been because he felt he could no longer do there what he wanted to do.

Music to Law ▪ Since his birth in Hamburg, Germany, on June 5, 1902, Felix Jackson's moves have been many and varied. The death of his parents in 1913 ended his boarding school life in Switzerland and took him to Berlin to live with relatives. For a while he studied music, but his guardians felt he should learn something more practical, so he agreed to try law for a year on a trial basis. He did, but it proved only that he didn't want to become a lawyer.

Then, at 21, "I accidentally got into writing," he recalled. It was a happy accident for writing has been a major part of his life ever since. But at the time it seemed merely a chance to work at a new job. Felix had a friend who had a friend who was an editor of a Berlin newspaper. The editor sent Felix to cover a board meeting of UFA, then Germany's largest motion picture producer. "I was lucky," Mr. Jackson said. "I happened to discover something that escaped the other reporters and played a hunch, so what had begun as a routine assignment became a big story."

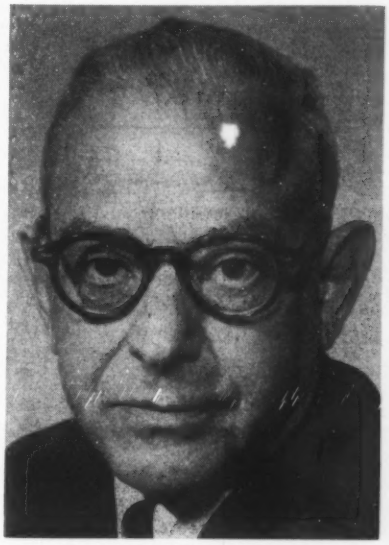
Newspapers to Theatres ▪ Before the year was out, he was city editor of another Berlin daily. But his meteoric journalistic rise did not impress him. He wanted to write about things he knew something about, so he traded his editorship for the job of music critic. Later he became drama critic, a post which enabled him to get out of newspaper work once and for all by becoming manager of three Berlin legitimate theatres. This inevitably led to writing a play; the play was a hit and for the next five years he contributed a show a year to the Berlin stage.

Then, in 1933, Hitler came to power and young Mr. Jackson left Germany. He went first to Vienna, then to Budapest, working as a screen writer for Joseph Pasternak, who brought him to America in 1937 as a contract writer for Universal Pictures. In 1940, he moved to MGM, "but things were too slow there and after 10 months I decided not to write any more movies and quit." He rejoined Mr. Pasternak at Universal, this time as a producer.

Movies to Television ▪ "After four years of producing I felt I was getting stale in the picture business. I wanted to get away from Hollywood and try my hand at writing again. So I went to New York to freelance and for two years I was tremendously unsuccessful. Then I got interested in this new thing called television. I got a set and I sat and watched and wondered if I could write for tv."

He proved he could by writing and selling a number of dramatic programs for tv anthology series such as *Robert Montgomery Presents.* "In those days, $500 was the top price for a full hour drama and after I'd talked to the advertising agency program head he'd take me across the street to the drugstore for a sandwich. Three years later, television had grown up. The prices were much better and we'd lunch at '21.' "

As in the movies, so in tv. The writer became a producer, for Young & Rubicam, where he started with *The Paul Whiteman Show,* a musical-variety program, and progressed to such programs as *Schlitz Playhouse,* then an hour-long series produced live in New York with such stars as Helen Hayes and Margaret Sullavan. In 1951, Mr. Jackson organized a tv production unit at Y&R and subsequently became head of dramatic tv for the agency, where his last assignment sent him to Hollywood to help launch the new *Four Star Playhouse* half-hour filmed anthology series.



NBC-TV's Jackson
A long quest for perfection

Agency to Network ▪ Back in New York, he found a trend in the making. Agencies were beginning to buy tv shows from program packagers instead of creating and producing them themselves. The outcome of this trend seemed obvious to Mr. Jackson, so he left the agency and went to work on a novel. In 1953, he joined CBS as producer of the *Studio One* dramas and stayed in that post for four years. Then another trend arose as television discovered the economic advantages of doing programs on film and Mr. Jackson left CBS to go back to Hollywood.

It was not as a tv producer, however, but as a writer of movies for his old boss, Mr. Pasternak. After one picture, Mr. Pasternak's deal with Columbia Pictures collapsed and when he left Mr. Jackson also left and returned to tv as a producer at Revue Productions. Six months later he moved to National Telefilm Assoc. to produce the *Third Man* series.

After producing the first 20 episodes in Hollywood, Mr. Jackson went to England to produce the remaining 19. It was while he was in London that he received a phone call from David Levy, for whom he had worked at Young & Rubicam. Mr. Levy was now NBC vice president in charge of television programs and he wondered if Mr. Jackson would like to head the network's program operation in Hollywood. The answer was yes and last March Mr. Jackson assumed his present post.

Today's Shows and Tomorrow's ▪ His areas of responsibility are few but large: supervision of all current NBC-TV programs (except news) coming from the Coast and the development of new programs.

He sees every outline, every script, every rough cut of all new programs "until they're safely off the ground," and goes to New York at least once a month to report.

"My job is very simple," he comments. "It's to get the maximum effort out of the best creative manpower available.

Mr. and Mrs. Jackson (nee Ilka Windisch, a Vienese actress) and their four-year old son, Lawrence Felix, live in Sherman Oaks, easy commuting to NBC's headquarters in Burbank. Hobbies? "I love to play the piano and to garden. But when? One of my duties is to watch quite a lot of tv, our own shows and the competition, and that doesn't leave much time for anything else. The hours of this job are very long."

Debate postlude

THE great debates are over. Both Vice President Nixon and Sen. Kennedy demonstrated that they are able, articulate and well-informed, as was to be expected of the standard bearers of the two great parties.

Who won? The answer won't be known until the electorate responds two weeks from now. Even then it is unlikely that either side will admit that the on-the-air encounters in themselves tipped the balance.

There is unanimity, however, on the electorate's tremendous interest in these debates. Whatever the outcome, the 1960 innovation is bound to become the pattern for all future presidential elections and probably for lesser elective offices too. The only complaints have been in regard to format. The demand is for face-to-face, give-and-take confrontations rather than the interview technique. This is interesting because the networks originally proposed this method, which the candidates flatly rejected.

Yet in all the discussion engendered by the debates there has been one glaring oversight. What does the public think? There are the usual share-of-audience breakdowns and the sporadic telephone surveys made by newspaper groups on whether the debates swayed voters from one candidate to the other. But there has been no serious sounding of public opinion on the debates.

Stations and networks, we suggest, should move *now* in the remaining two weeks of the campaign. They should solicit comments from listeners and viewers on their reactions. They should suggest that copies be sent to their congressmen and senators.

There remains the unfinished business of coping with the remnants of the political broadcasting law—Section 315—guaranteeing equal time to all qualified candidates for the same public office, on all programs except regularly scheduled newscasts, news interviews and coverage of news events. That provision was merely suspended for this election and only in regard to the presidential and vice presidential candidates, so that splinter party candidates could not elbow in.

Broadcasters need the documented reaction of the public now, while the voices of the candidates are still ringing in their ears. They need this record, not merely to assure suspension of Section 315 in future presidential elections, but to get the outright repeal of the whole provision—an opportunity they bungled two years ago.

Broadcasters have proved in this 1960 campaign that they are mature journalists, competent to exercise editorial judgment in elections, at whatever level they occur.

The remaining task

BROADCASTERS have another task to perform for their own future well-being. Candidates are utilizing their facilities to a greater degree than ever before.

Have owners and managers taken advantage of the opportunities thus afforded to become personally acquainted with the candidates? Have they indoctrinated them on the caprices of regulation and the problems of station operations? Have they sought to answer the slurs of detractors?

In each campaign there will be a winner Nov. 8. First termers should be briefed. They should know that their home town or home state stations will carry their recorded or filmed reports to their constituents.

This should be standard operating procedure. But it isn't. A couple of years ago, all too many broadcasters had to be introduced to their own congressman at a banquet in Washington at which they were hosts.

Man without a cause

IF THE 100 members of the U. S. Senate were ranked according to importance, Ralph M. Yarborough (D-Texas) would appear in about the same position he occupies on the alphabetical roll. He can't be blamed for wishing to enhance his status.

Unfortunately, he is trying to advance at the expense of someone else. He figures he can attract attention by clobbering broadcasters.

In the final session of the 86th Congress he jockeyed himself into the job of chairman of the Senate Subcommittee on Freedom of Communications, which is supposed to keep on eye on political broadcasting. He made a pitch for $150,000 to monitor radio and television during the current political campaigns. The Senate kept his appropriation to $35,000, a sum that makes about the same impression on most senators as a dime tip on a waiter at Twenty-One.

After that Sen. Yarborough issued an appeal to the public to send him complaints—any kind of complaints—about the broadcasting of political news, opinion or comment. As his own staff counsel admitted (BROADCASTING, Oct. 10), the appeal "has not been a thundering success."

Last week broadcasters all over the nation got a letter from Sen. Yarborough asking them to send him every complaint on political broadcasting "within 24 hours" of receipt. The letter betrayed Sen. Yarborough's frustration.

We suggest that broadcasters suppress their natural inclination to tell Sen. Yarborough to crawl back in his pen. In a polite way they ought to remind him that they are already compiling detailed reports on the same subject, by order of the federal body charged with regulating radio and television—the FCC.

In his preoccupation with his own struggle for recognition Sen. Yarborough may not have noticed that the FCC ordered stations to submit these reports as a consequence of a request from the Senate Commerce Committee, of which Mr. Yarborough and his subcommittee are a part. There would seem to be little need for a duplication of reporting. Like other members of the parent committee, Sen. Yarborough will have access to the FCC's reports.

If complaints are so sparse that Sen. Yarborough has to resort to national solicitations to find some, chances are the FCC's reports will show what everyone but Sen. Yarborough acknowledges—that the broadcast coverage of the 1960 campaign has been the best in history.

Drawn for BROADCASTING by Sid Hix

"By golly, those Nixon-Kennedy debates have really started something!"

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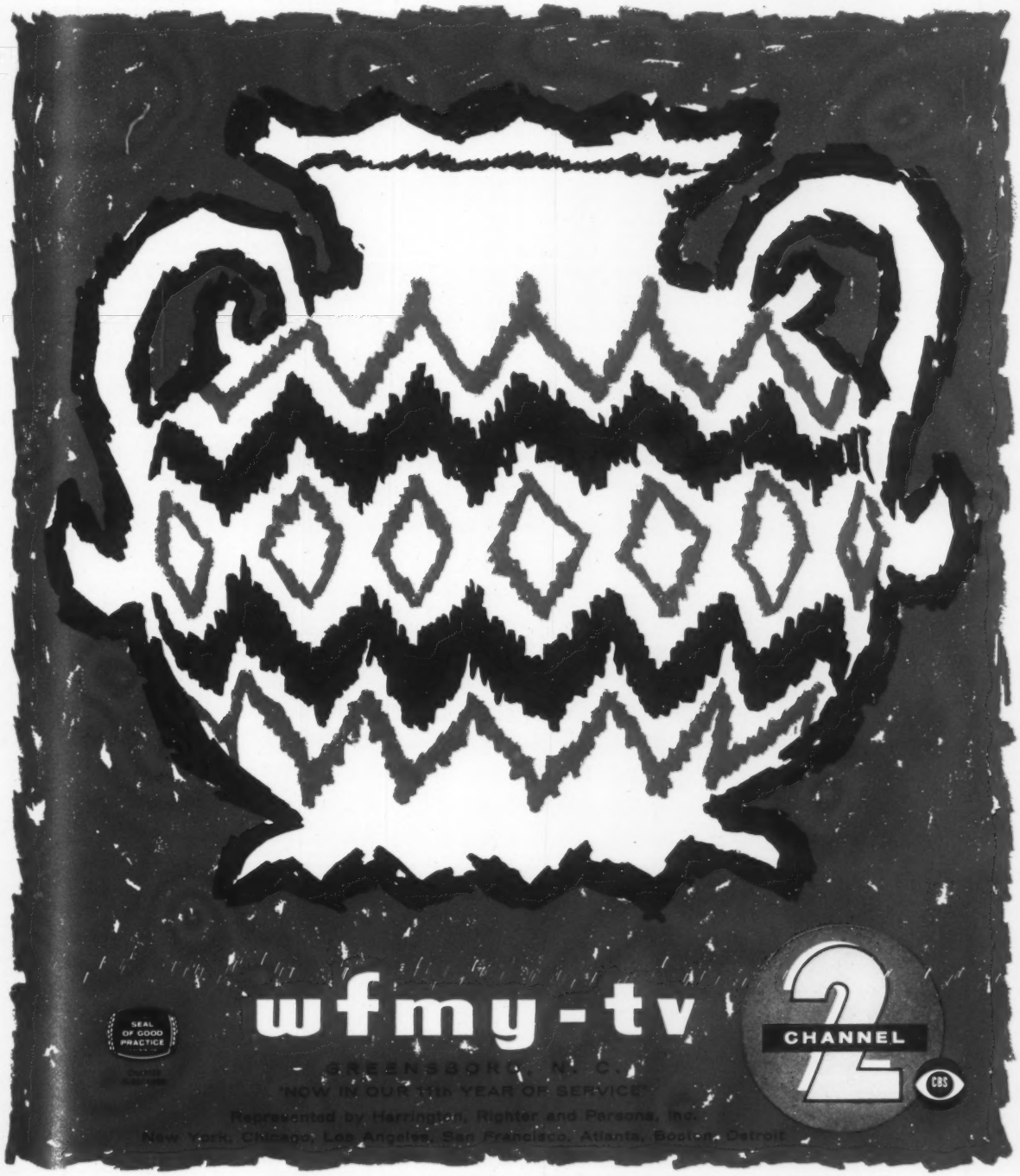
*Source: Television Magazine, 1960 Data Book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